

IN THIS  
ISSUE WE

CLIP  
BATMAN RETURNS

BUZZ CUT  
THE OLYMPICS

TEASE  
BASIC INSTINCT

No.  
314  
October  
1992

# MAD<sup>IND</sup>®

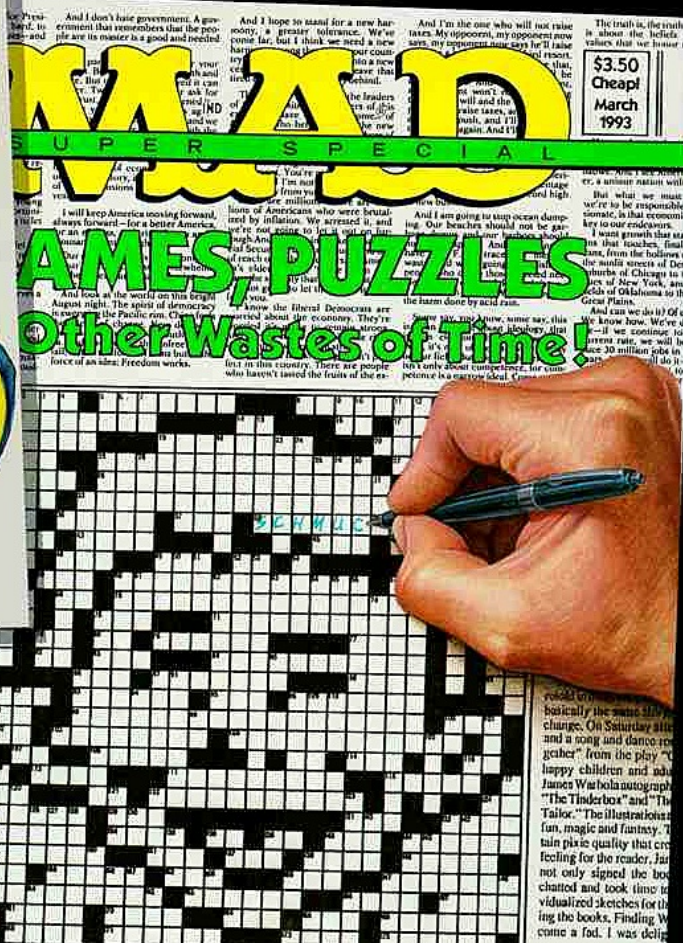
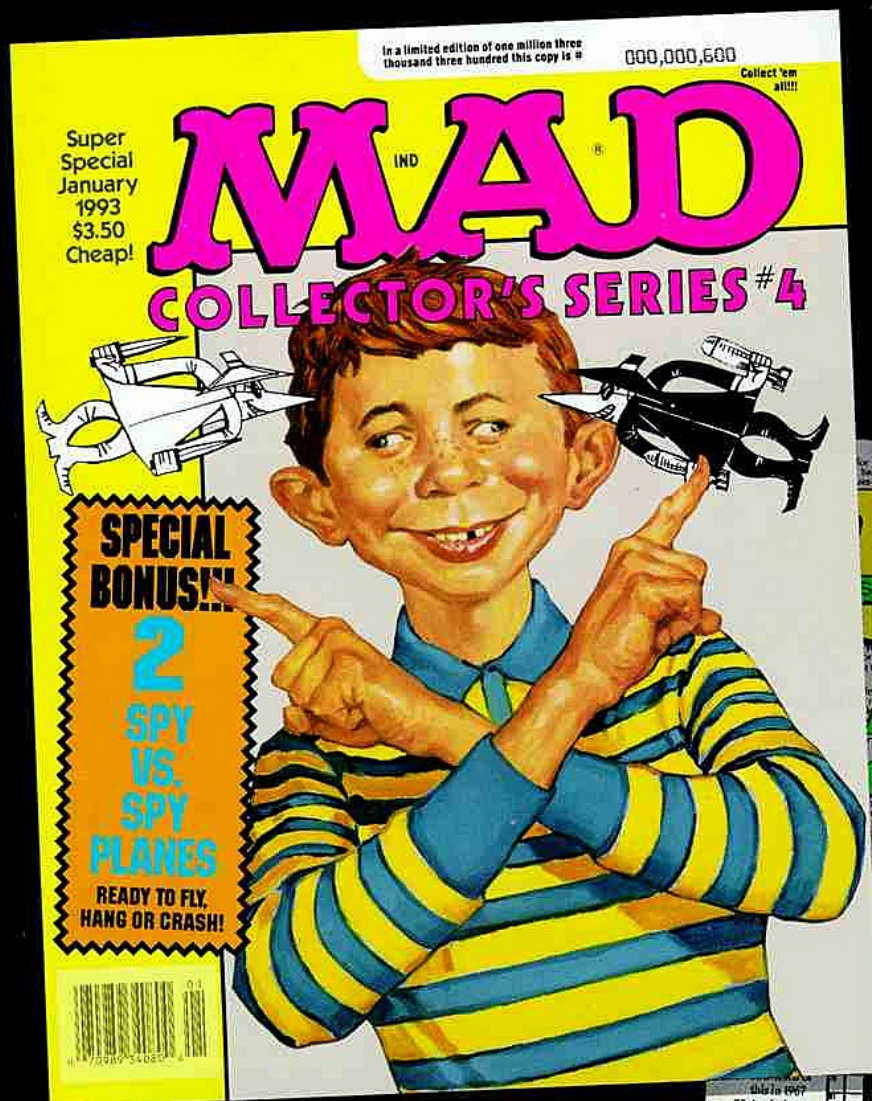
Our  
Price  
\$1.75  
Cheap!





# #1 & #2 ON THE CHARTS!\*

\*Mainly, the Charts That List This Summer's Two MAD Super Specials!



72 Axelrod  
 61 Ben  
 Crenshaw's  
 caddy  
 27 Merry  
 Christmas  
 and a  
 New Year  
 (8 words)  
 69 Latest  
 Supreme  
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 Dentures, etc.

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UPC Symbol  
 Ruins Another  
 Cover

Recycling Nightmare  
 96 Pages in New MAD Super Special

On Sale Now—Just in Time for Summer School Reading!



# MAD

"The distance between many people's ears is a block!"

—Alfred E. Neuman

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**LEONARD BRENNER** *art director* **TOM NOZKOWSKI** *production*

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**LILLIAN ALFONSO, CLAUDETTE NICHOLS**,

**FREDDIE MALONEY** *subscriptions*

**CONTRIBUTING ARTISTS AND WRITERS** *the usual gang of idiots*

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\*\*Various Places Around The Magazine

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**MAD** (ISSN 0024-9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$13.75 or 24 issues \$33.75 or 40 issues \$53.75. Outside U.S.A. (including Canada): 8 issues \$18.75 or 24 issues \$46.75 or 40 issues \$74.75. (Canadian price has GST tax included.) Entire contents copyright © 1992 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

## VITAL FEATURES

**"BUTTMAN  
RETURNS"  
(A MAD  
MOVIE  
SATIRE)  
Pg. 4**



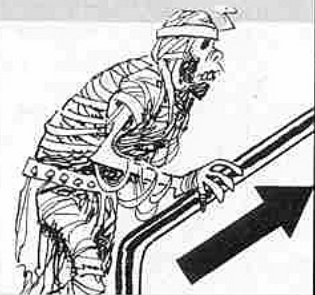
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**"BASICALLY,  
IT STINKS"  
(ANOTHER  
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SATIRE)  
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# AN EXCITING SUBSCRIPTION OFFER

## EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

*"An extraordinary opportunity to own the official MAD Pin Collection!"*



### A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pinous Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in SpaceAge Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things!)

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

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New York, New York 10022

☐ I enclose \$53.75 for a 40-Issue Subscription. I'll save \$16.25 off newsstand price and get all three MAD Pins shown above absolutely free!

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USE COUPON OR DUPLICATE

### LETTERS AND TOMATOES DEPT.



### READ MY (YECCH!) LIPS

Your cover of MAD #312 was a wonderful interpretation of the "outcome" of George Bush's talks in Japan. Instead of calling him the President of the United States, we should retile him the "Duke of Hurl!"

John Morales  
Redwood City, CA

Hmmm. Let's see...checking our official Lineage of Royalty chart, if George Bush is the Duke of Hurl, that would make his son Neal Bush the Viscount of Vomit!—Ed.

### BONEHEAD MAIL

Your page 48 memo "from the desk of William M. Gaines" in issue #312 says the MAD staff should never use the words idiots, morons, imbeciles, dolts and clods because they describe MAD readers and might alienate them. Well, we're MAD readers and we're none of those. We're boneheads! We would prefer this be put in "Bonehead Mail," not "Moron Mail."

Nick Bevis  
Chris Egolf  
America, USA

Your wish is our command, morons!—Ed.

### MORON MAIL

I've been reading your trash for six years now. I can't stop! It's like you have some hypnotizing device in your magazines.

Jake Van Putten  
Eagan, MN

Jake—You've found us out! Yes, it's true. There's something in each issue that makes our readers' eyelids heavy like sandbags—that makes them drowsy and eventually lose consciousness—it's called "The Lighter Side Of..."—Ed.



### MAIL FROM PEOPLE IN NEW JERSEY

I am writing this letter on April 27th at 9:36 and 36 seconds, which means there are 2,084 days until the year 2000 or 50,016 hours until 2000 or 3,000,960 minutes until 2000 or 19,806,336 seconds until 2000. Just thought you would like to know that.

Philip Stetteland  
Kendall Park, NJ

So, you like math, eh? Well here's a puzzler we think you'll still be calculating well after the year 2000: How many days until you get a life??—Ed.

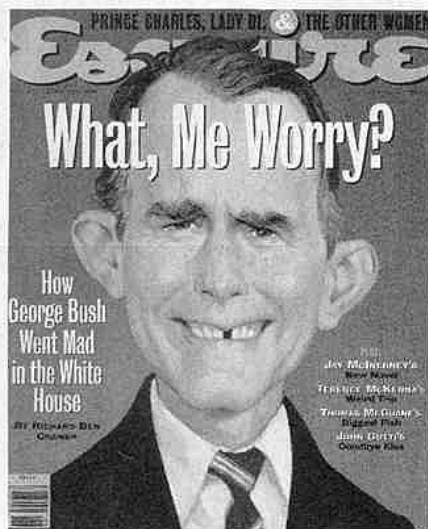
Soap gives me the willies.

Robert Boyd  
Lyndhurst, NJ

Robbo—No soap, radiol!—Ed.



## THE FACE IS FAMILIAR



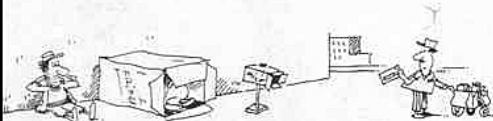
There's a real political outsider stirring up the Presidential Race this year... Alfred E. Neuman! That's why *Esquire* magazine chose to combine Alfred with George Bush on its June cover, while *Texas Monthly's* June issue cloned our grinning, gap-toothed boy with H. Ross Perot (the big ears, however, are Ross's!). This double-whammy received media coverage from coast to coast, including an appearance by MAD's Editors on *Entertainment Tonight!* Oddly, the current *Road and Track* cover features an illustration that's half Bill Clinton, half Chevy Caprice! Go figure!

### "JOHNNY WARPER"

Regarding your "Johnny Warper" advertisement on the back page of issue #311, we commend you for bringing to your readers' attention the significant negative consequences associated with alcohol use during pregnancy. Your contribution is appreciated, as is the message you present regarding the role advertisers have on women's drinking behaviors. Many women who abuse alcohol during pregnancy would cease such practice with education, treatment and support from our society.

Donna L. Nimec, M.D.  
Michele M. M. Mazzocco, Ph.D.  
Denver, CO

Lady doctors—Thanks for your kind words. Hey, why don't we get together after work? We can throw back a few shooters and chug some brews! Whaddaya say?—Ed.



### A MAD LOVE STORY

My husband, Scot Burnell, has been reading MAD ever since he was hospitalized as a little boy. He says it was the only thing that put a smile on his face and ever since then he has been an avid fan and collector of MAD. I love him so much and would be so thankful if you could print this and allow me the pleasure of seeing his eyes light up when he reads it!

Lara Burnell  
Costa Mesa, CA

Okay, we'll print your letter, but we have one question for you: What the hell are you doing married to a little boy? Seriously, if you REALLY want to see your husband's eyes light up, we suggest the next time he comes home from the hospital, you greet him at the door wearing this issue of MAD and nothing else!—Dr. Ed.

### ROADS TO RUIN

Just thought I'd show you what I have to cross each day to get to town.

Wendy Franklin  
Blue Lake, CA



MAD River? Wow, talk about a bridge over troubled water!

As you can see, MAD is popular all over the world! Here in Israel, we give the streets names of popular artists and writers!

Gal and Ran Chen  
Herzliya, Israel



Al Jafe (sounds like Jaffee) Street in Israel...what's next, Bob Clarke Highway?

Please Address All Correspondence To:  
MAD, Dept. 314, 485 MADison Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Sara and Brian on the birth of their son, Sam!

# WHAT'S NEXT YOU ASK?



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Bookshelf...and Your Mind!

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**NEXT** COPY  
NEXT TRIP TO  
THE BOOKSTORE!



# BRUCE WAYNE'S WORLD DEPT.

1992 is shaping up to be a really miserable year! Our beloved President embarrasses every U.S. citizen by hurling all over the Japanese Prime Minister, Raul Julia is back on Broadway and Country Music continues to gain in popularity! And if all that weren't bad enough, now...

I'm Danny DeVito—also known as **The Penicillin!** In this film I play a **half man/half bird!** The role was a snap for me since I had a **big advantage**—I was already **half man!!!**

I'm Michael Keaton—also known as **Buttman!** In my last film I was **romantically linked** with Vicky Vale! Unfortunately, I could not give her what she **wanted** and now she is **no longer with me!**

Tell me, sir, what was it that Miss Vale **wanted** from you? A **commitment?**

No, Neuman, I'm afraid she wanted a piece of the **gross profits** to appear in this **sequel!**

I'm Michelle Pfeiffer—also known as **Scatwoman!** In this film I whip Buttman's **cute little buns** all over **Gotham City!** Well, okay, in **truth** my stunt double whips his stunt double's **cute little buns** all over **Gotham City!**



That **Scatwoman** disguise is the most transparent one I've ever seen! Do they expect us to believe that **people** in **Gotham City** can't tell who she **really** is?

It's a disorder that afflicts people who live in **comic books!** It's the same **stigmatism** they have in **Metropolis** where they **can't** tell **Cluck Kent** is really **Stuporman** wearing **glasses!**

If all this **merchandise** was left over from the **first Buttman** movie, just think how much **crap** will be **remastered** after this **bomb!**

It would have been a **better movie** if **Warner Brothers** had spent half as much time on **improving** the **script** as they did on **pushing** the **merchandise!**

Wasn't **Rappin'**, the **Boy Blunder**, supposed to be in this one?

Well, he might be in a **Buttman** film soon!

How soon?

As soon as **Macauly Culkin** puts on enough muscle not to look **idiotic** in **Rappin's** outfit!



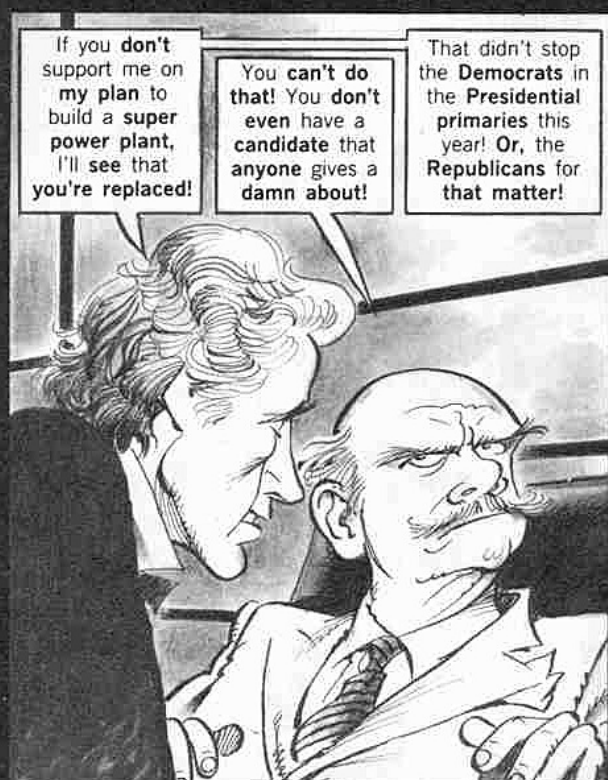
# BUTTMAN

## RETURNS



ARTIST: MORT DRUCKER

WRITER: STAN HART





Look at all this violence!

We were expecting this! It happens at any Guns N' Roses concert where they have arena seating!

That concert isn't till next week, jerk!

Then this is serious! Let's do what most cops do in cases like this!

You mean to go somewhere else?

Right!



Look! The sign from Commissioner Boredom! It means he needs Buttman!

It's strange that in this age of cellular phones, electronic mail and fax machines, he still uses this antiquated way of communicating with you!

If you think that's strange, what do you think of a grown man dressing up like a bat with a cumbersome cape and a mask that gets all sweaty inside, who fights crime without getting paid?

The word "putz" does come to mind!



My Buttmobile is fantastic! It can sprout wings, deploy razor sharp blades and launch deadly frisbees! But the most amazing thing about this totally dependable and efficient vehicle is that it was made by an American car company!



Well, Buttman, you did it again! You cleaned up Gotham City!

I don't want any thanks, Commissioner Boredom!

And you're not getting any! With you around, the citizens don't think they need cops and they keep cutting the department budget! You know how many policemen you've thrown out of work? You're a one-man recession!



I am known as the Penicillin! I was raised by penguins in the Antarctic after my parents abandoned me as a baby!

If he was raised by penguins, don't you wonder how he can speak English?

Not really! I know a guy who was raised by frogs and he can speak French!



You thought you could get rid of your old partner by cutting him up and flushing him down the toilet! But I live in the sewers and I see everything!

How can you live in the ...ugh... sewers??

It's got its advantages! Like you don't have any neighbors to hassle you when you throw parties... and you don't have to worry about dieting because you never have an appetite from living down here with all this drecch! The only time it gets bad is when someone uses Liquid Plummer—that stuff really stings!







I'm not a **bad guy**. All I want is to find out who my **human** parents are! Just once I'd like to get a nice Christmas present from my folks, instead of the **dead**, **giftwrapped** fish my **penguin** parents always give me!

Gee, that gets you right in the **heart**!

Yeah! From now on I'm going to use a **better** grade of toilet paper to show him that I **care**!



These are my parents, **peacefully** sleeping!

Why are they so far apart?

That's how they slept when they were alive! They didn't want to take a chance of **ever** having another one of those!



**Extra!** Penicillin in **Gotham Globe** says, "I **Forgive** My Folks"!

"Love Is What It's All About," Bird Guy tells the **Daily News**!

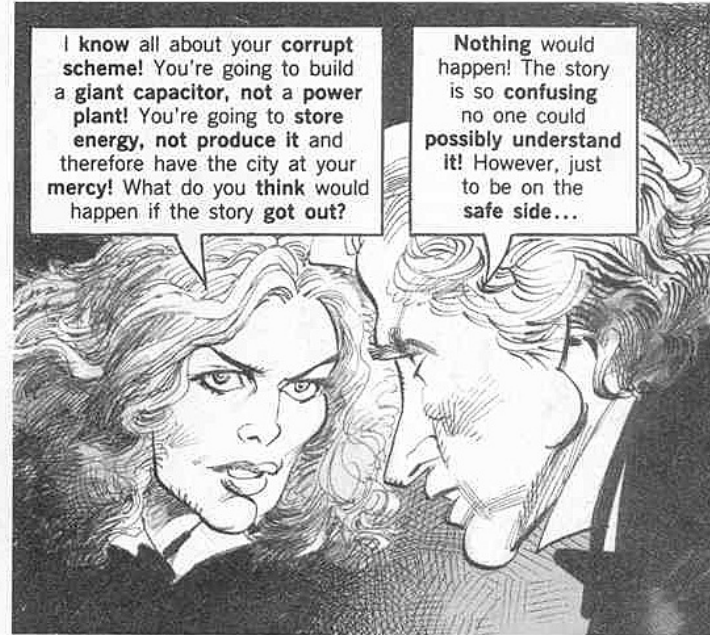
Penicillin admits to **Supermarket Sun**, "I **Never Slept With** Bill Clinton"!

I love this **publicity**! By the way, **except** in the movies, when's the last time you saw a **newsboy** hawking papers on a **street** corner?



I know all about your **corrupt** scheme! You're going to build a **giant capacitor**, not a **power** plant! You're going to **store** energy, not **produce** it and therefore have the city at your **mercy**! What do you think would happen if the story **got** out?

**Nothing** would happen! The story is so **confusing** no one could possibly **understand** it! However, just to be on the **safe** side...

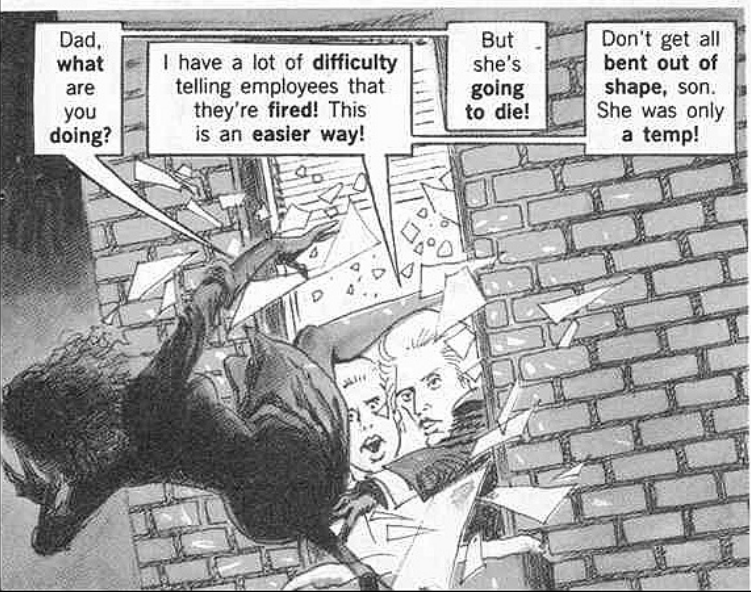


Dad, what are you **doing**?

I have a lot of **difficulty** telling employees that they're **fired**! This is an **easier** way!

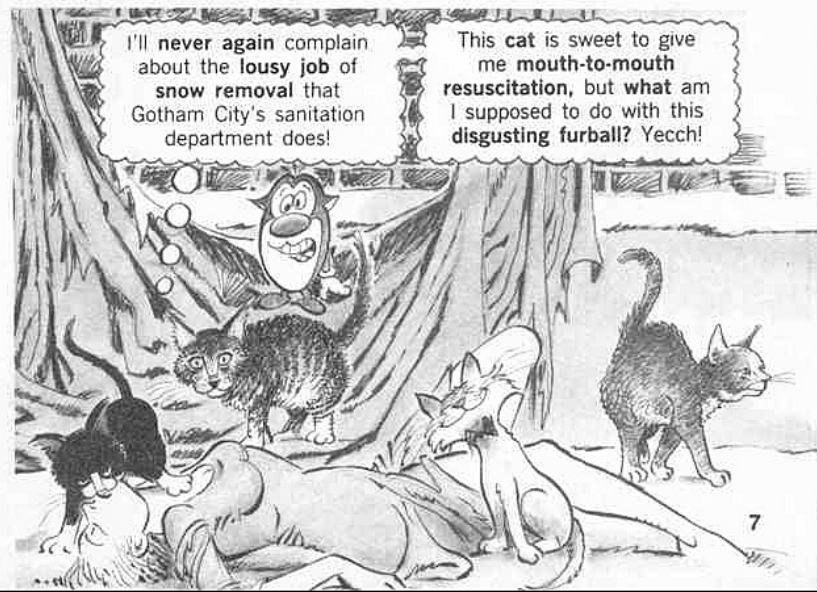
But she's **going** to die!

Don't get all **bent out of** shape, son. She was only a **temp**!

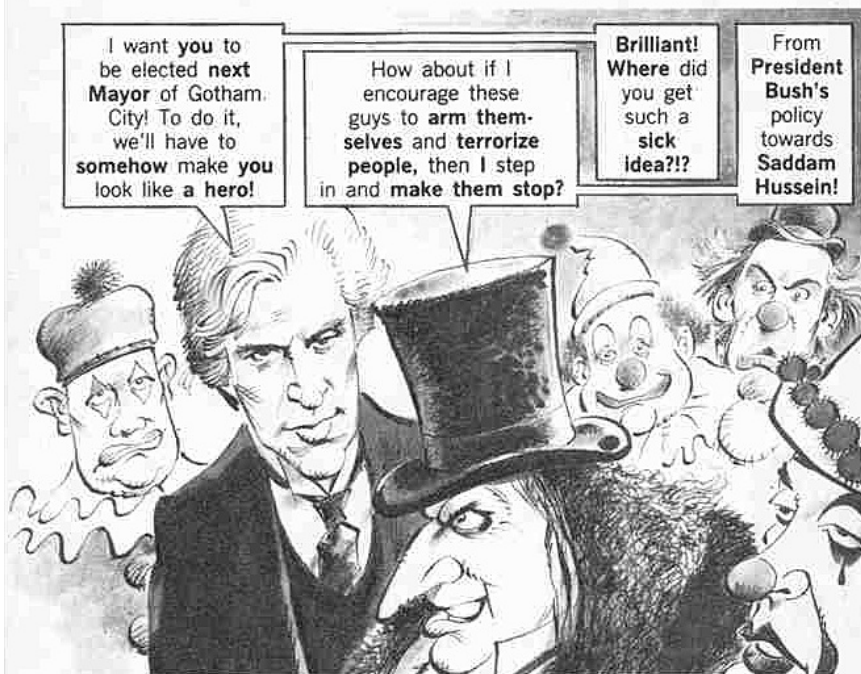
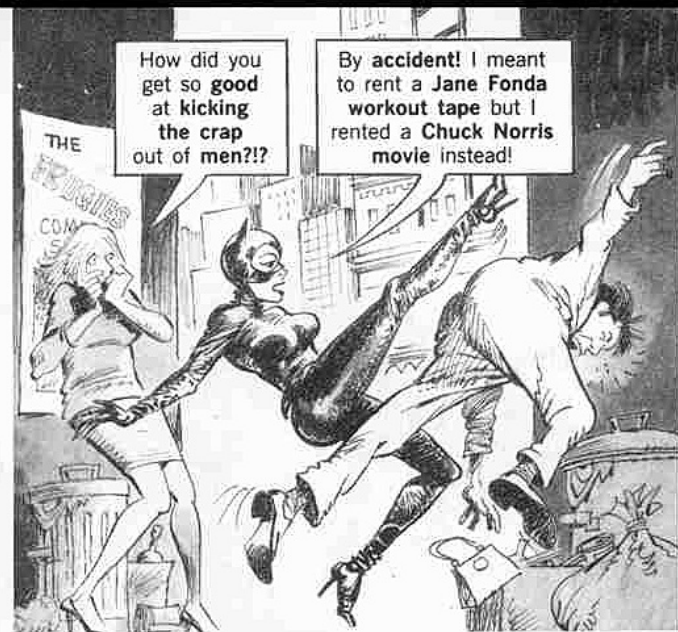


I'll never again complain about the **lousy** job of **snow** removal that Gotham City's sanitation department does!

This cat is sweet to give me **mouth-to-mouth** resuscitation, but what am I supposed to do with this **disgusting** furball? Yecch!





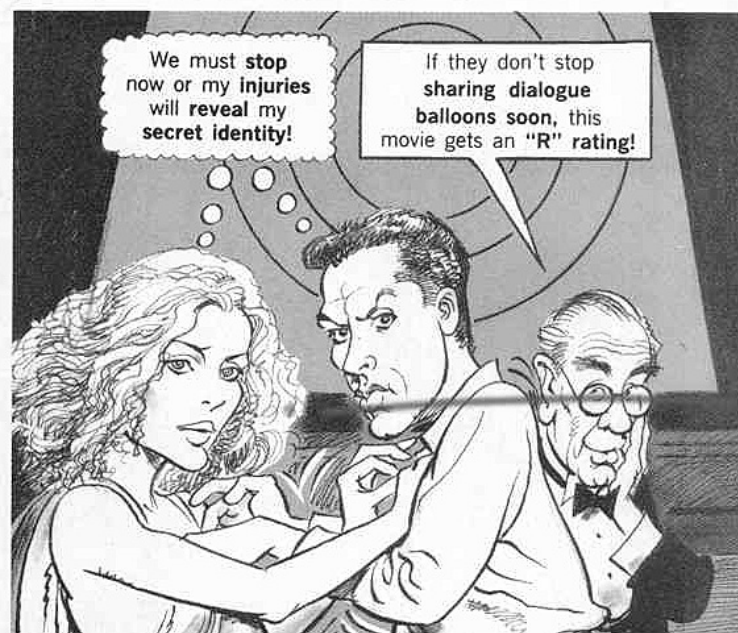






I wonder how he would like making love feline style, in a neighbor's back yard?!!

I wonder how she would like making love bat style, upside down in a damp cave full of guano?!!



We must **stop** now or my injuries will reveal my **secret identity!**

If they don't stop sharing dialogue balloons soon, this movie gets an "R" rating!



Commissioner Boredom, you're quoted as saying that you **suspect** that **Buttman** is behind the kidnapping of The Lice Princess!

I'm **not** ruling that out as a possibility!

How can you say that? **Buttman** has been a hero for a long time!!!

Yeah, but the Commissioner has been a schmuck for an even longer time!



We'll take this baby apart in no time!

You sure?

Trust me! When I was in New York, I ran the biggest chop shop in the city! It's the only growth industry the Big Apple has!



The Penicillin has rigged the **Buttmobile!** The car is out of control and I'm helpless to stop it!!! Now I know how high school Drivers Ed. teachers feel!!!



Here's a list of all the first born in Gotham City! I'm going to kill every one of them!

Incredibly diabolical! How did you get an idea like that!

By accident! I went to rent a copy of *The Birds* but I picked up *The 10 Commandments* by mistake!



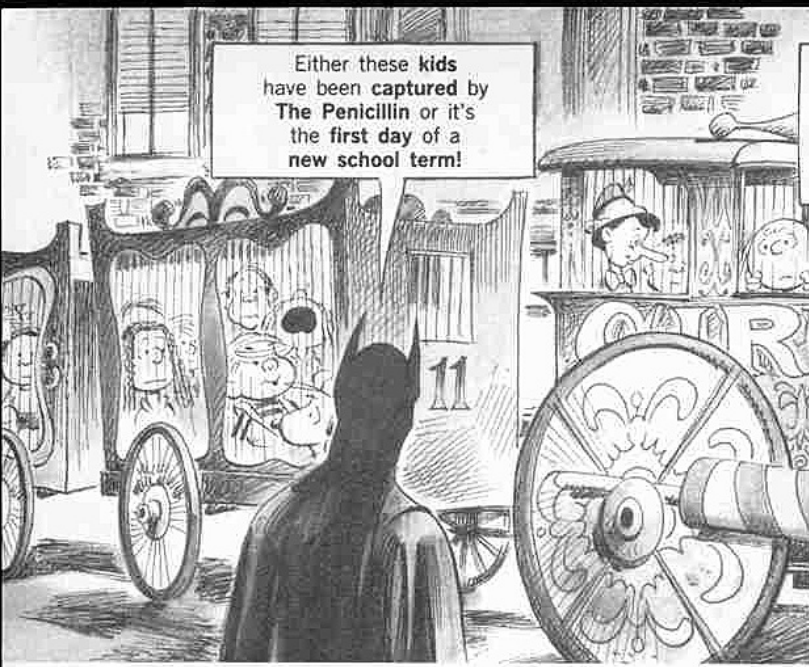
You're... You're **Buttman!**

I'm sorry you discovered my identity! People who learn my identity disappear like Icky Vale!

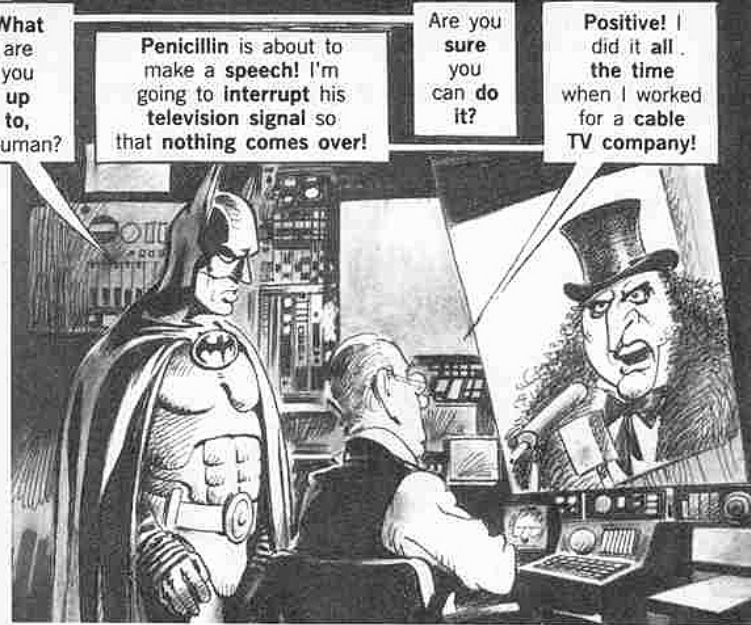
But Neuman knows your true identity and he's still around!

He's a better kisser than she was!



A black and white comic panel showing Batman in silhouette, looking towards a parade float. The float has a large wheel and a sign that says "11". Inside the float, several people are visible, including a man in a top hat. The background shows city buildings.

Either these kids  
have been captured by  
The Penicillin or it's  
the first day of a  
new school term!


A black and white comic panel showing Batman in a control room. He is standing next to a man in a suit who is sitting at a desk with a microphone. A large screen in the background shows a man in a top hat speaking. The room is filled with various electronic equipment and monitors.

What  
are  
you  
up  
to,  
Neuman?

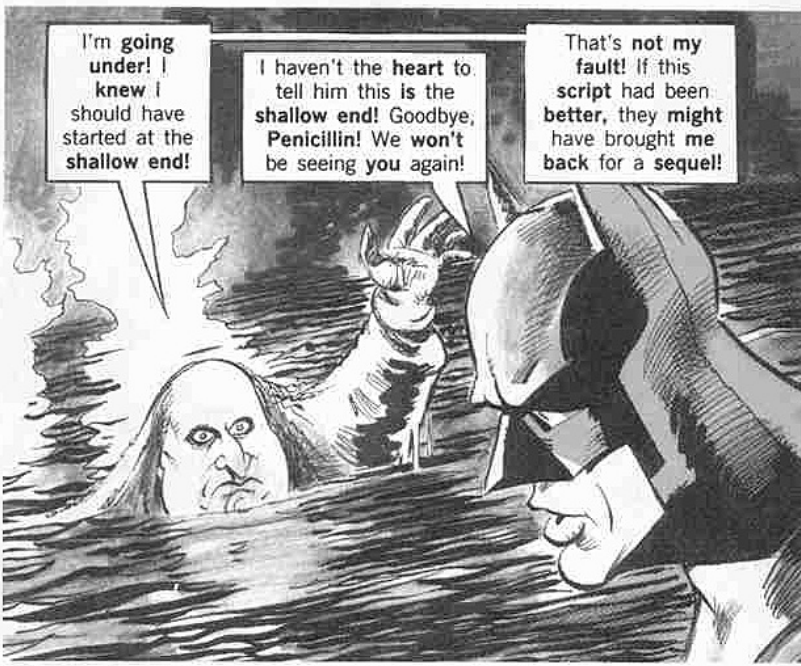
Penicillin is about to  
make a speech! I'm  
going to interrupt his  
television signal so  
that nothing comes over!

Are you  
sure  
you  
can do  
it?

Positive! I  
did it all  
the time  
when I worked  
for a cable  
TV company!

A black and white comic panel showing Batman and a man in a suit. They are standing close together, looking at each other. The man in the suit has a surprised expression. The background is dark and indistinct.

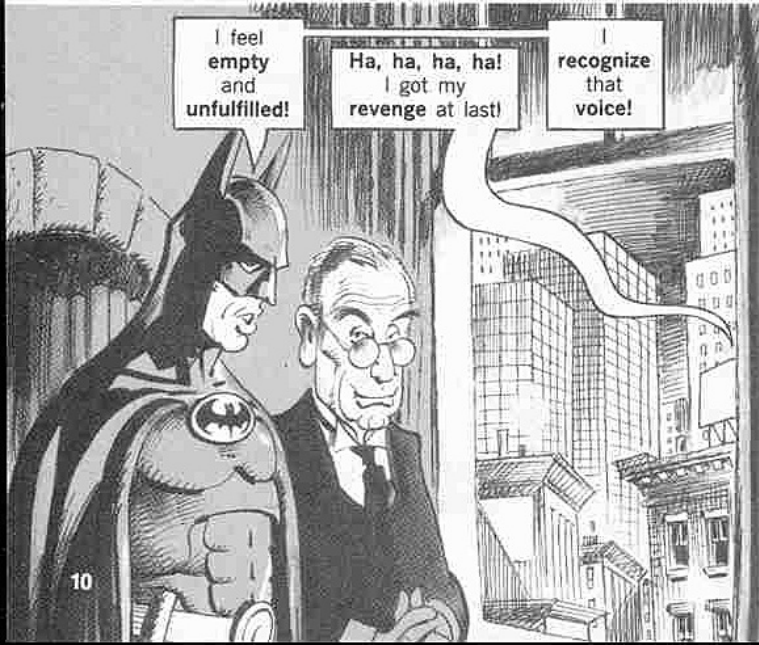
Things don't always work out  
the way you hope! I wanted to  
have my name up in lights. In-  
stead I get my tush up in lights!

A black and white comic panel showing Batman and a man in a suit. They are standing close together, looking at each other. The man in the suit has a surprised expression. The background is dark and indistinct.

I'm going  
under! I  
knew I  
should have  
started at the  
shallow end!

I haven't the heart to  
tell him this is the  
shallow end! Goodbye,  
Penicillin! We won't  
be seeing you again!

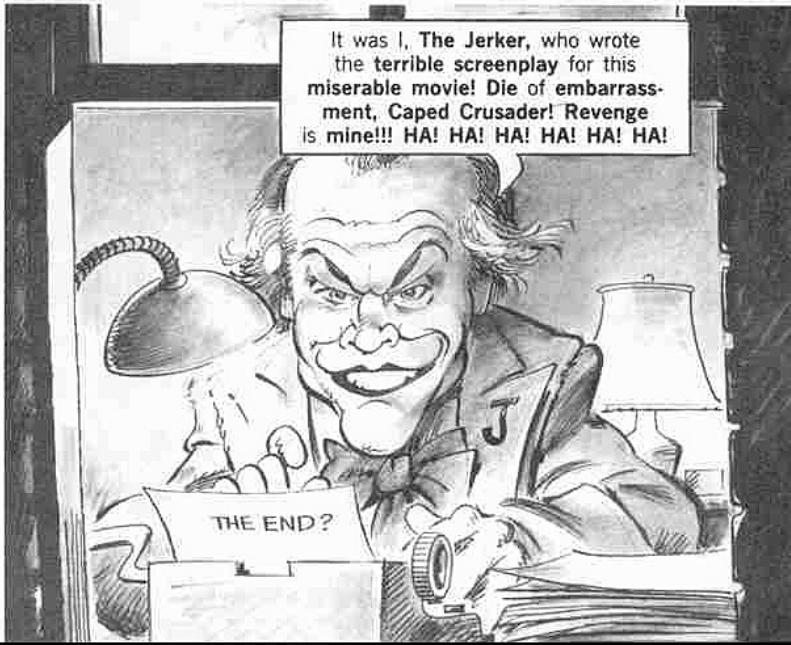
That's not my  
fault! If this  
script had been  
better, they might  
have brought me  
back for a sequel!

A black and white comic panel showing Batman and a man in a suit. They are standing close together, looking at each other. The man in the suit has a surprised expression. The background is dark and indistinct.

I feel  
empty  
and  
unfulfilled!

Ha, ha, ha, ha!  
I got my  
revenge at last!

I  
recognize  
that  
voice!

A black and white comic panel showing a man in a suit holding a script. He has a mischievous expression. The background is dark and indistinct.

It was I, The Jerker, who wrote  
the terrible screenplay for this  
miserable movie! Die of embarrass-  
ment, Caped Crusader! Revenge  
is mine!!! HA! HA! HA! HA! HA! HA!

THE END?



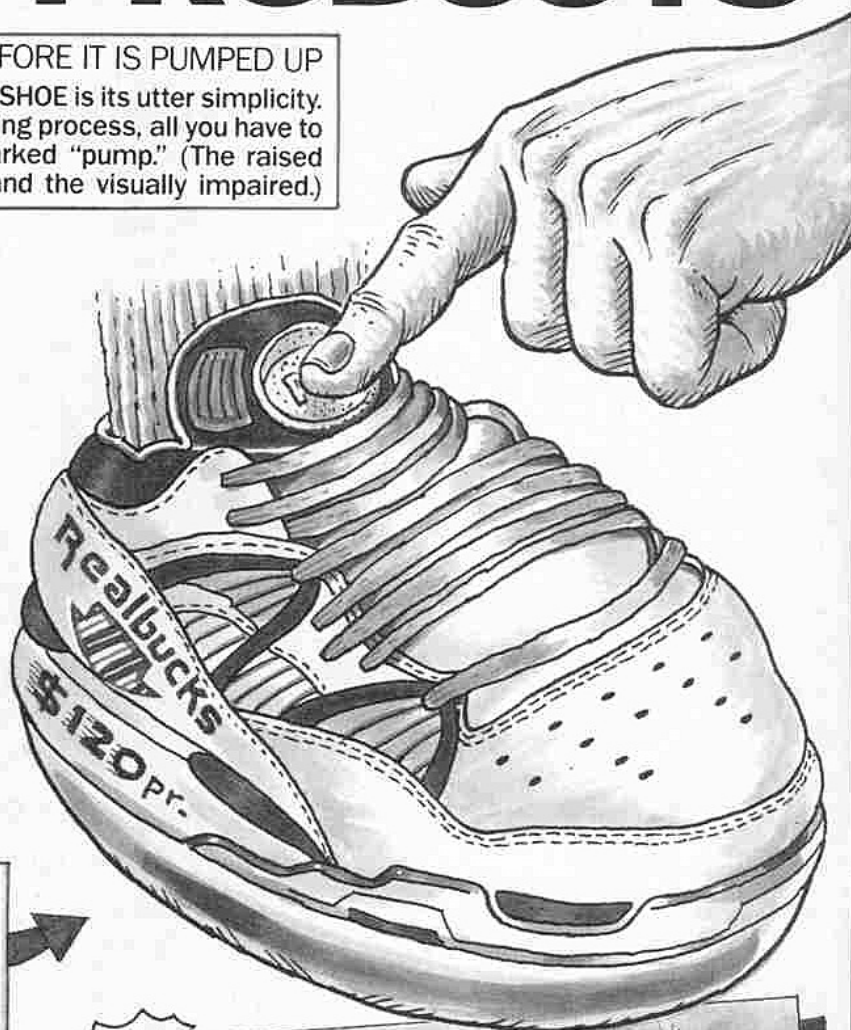
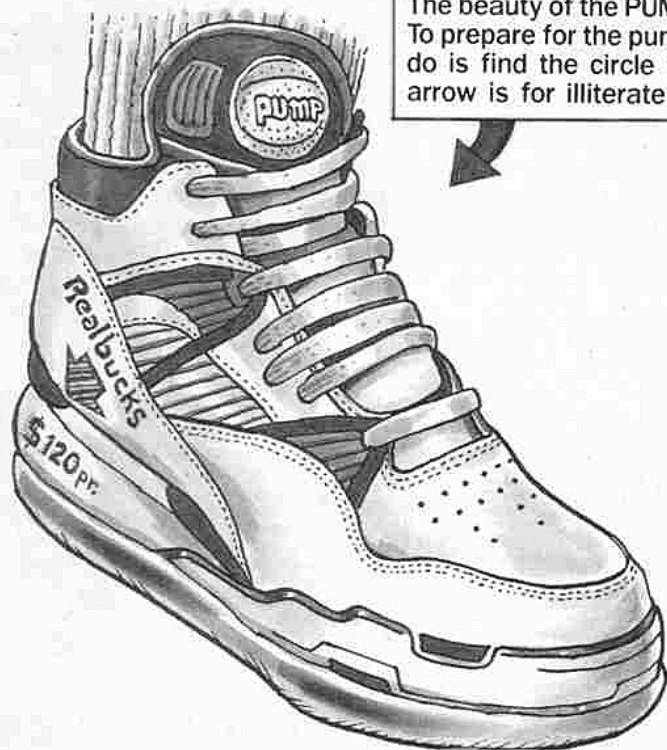
The Pump Shoe offers incredible benefits. No, not for your feet, silly—for the owners of the company that makes them! This product has single-handedly (or is it single-footedly?) pumped up sales and inflated the incomes of everyone selling them. But why should they be the only ones to swell their bank accounts? Why not expand the profits in various industries with...

# THE PUMP IDEA IN OTHER PRODUCTS

ARTIST AND WRITER: AL JAFFEE

## THE **PUMP** SHOE BEFORE IT IS PUMPED UP

The beauty of the **PUMP** SHOE is its utter simplicity. To prepare for the pumping process, all you have to do is find the circle marked "pump." (The raised arrow is for illiterates and the visually impaired.)



## THE **PUMP** SHOE AFTER IT IS PUMPED UP

After finding the circle marked "pump," it's simple to produce the **PUMP** SHOE effect. Using any convenient finger, push vigorously in and out until the desired level of comfort is reached.

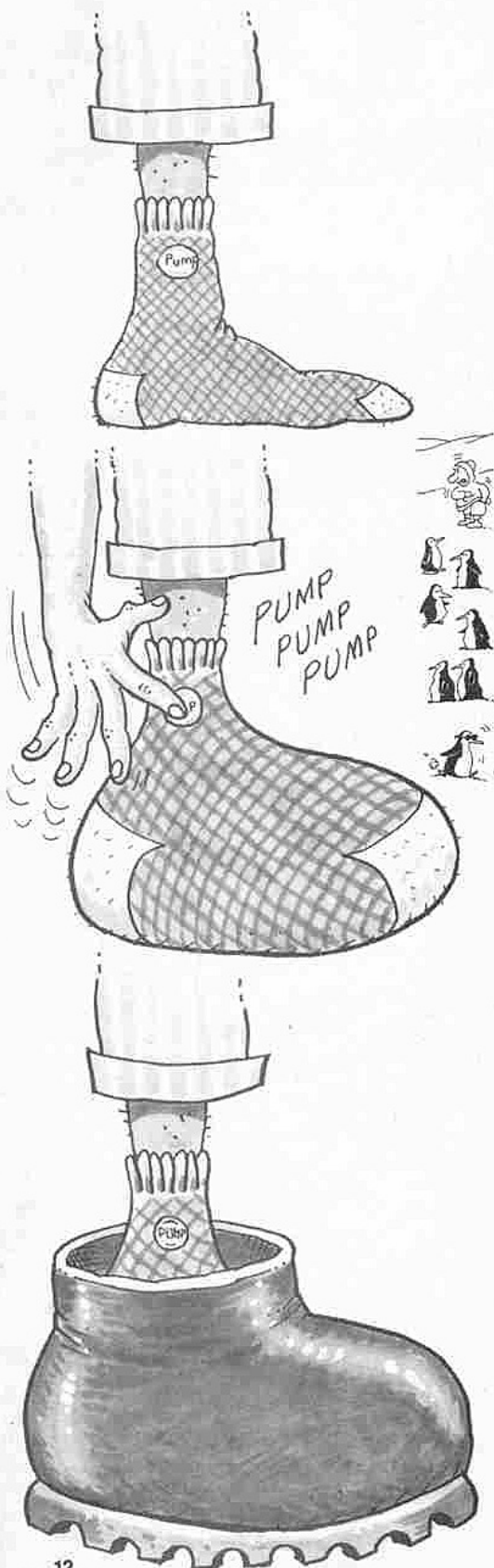
**WARNING!**  
**Do Not Overpump!**  
Manufacturer  
is not responsible  
for the horrors  
of  
an exploding  
shoe!





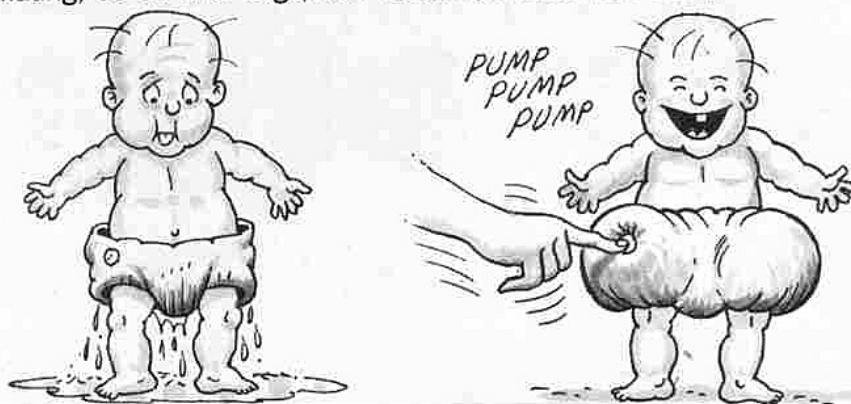
## THE **PUMP** SOCK

This idea goes the Pump Shoe one better. In fact, you don't even need a Pump Shoe with this hot little item. It makes **EVERY** shoe a Pump Shoe! No matter how oversized your shoe, boot, or fishing wader, the **PUMP SOCK** expands inside to make a comfortable and cozy fit!



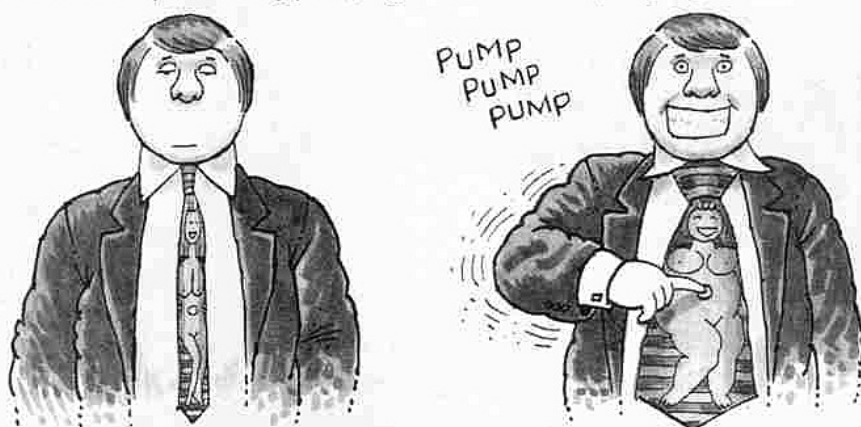
## THE **PUMP** DIAPER

No matter how they try they never completely succeed in making disposable diapers leakproof. Babies come in too many different sizes and shapes! The **PUMP DIAPER** solves this problem by tightening snugly around every part of the baby that could possibly produce unwanted fluids. (CAUTION! When deflating, do so in a large, well-ventilated room with adequate drainage!)



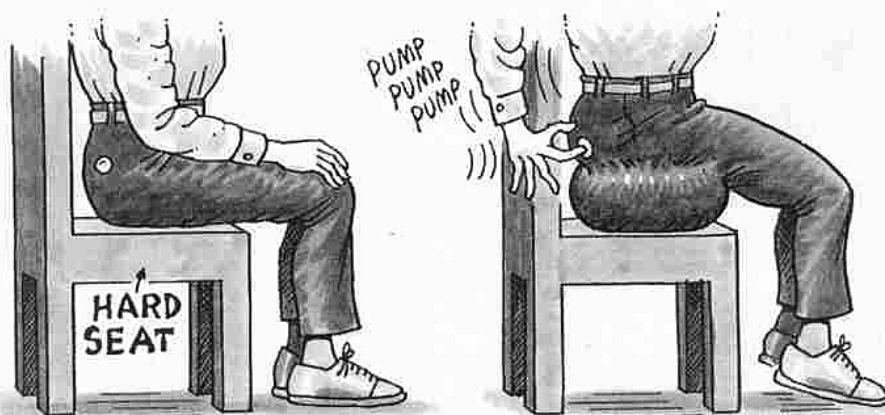
## THE **PUMP** TIE

This may seem trivial, but for some it's a godsend! Poor wretches like accountants and lawyers must wear ties every day. Tie fashions go from narrow to wide and back without warning and always after you've thrown the old ties away! Staying in style is confusing and expensive. The **PUMP TIE** solves the problem by pumping in for wide and pumping out for narrow!



## THE **PUMP** PANTS SEAT

Anyone who's ever sat through a long meeting on a hard chair knows what a pain in the butt that can be! With **PUMP PANTS** the pain is gone! Now plastic chairs, hardwood benches and cement stadium stairs are no longer instruments of torture. (WARNING! Be sure to deflate **PUMP PANTS** before walking out onto the street, or others may suspect you have a serious bodily control problem!)





## THE **PUMP** SKI JACKET

Once inflated, the **PUMP SKI JACKET** prevents injuries! You can safely smash into trees and rocks, roll down steep slopes, fall from ski lifts and otherwise make a complete fool of yourself without fear or care. You're even safe in avalanches since you can slowly let out air to breathe till you're rescued!



## THE **PUMP** GLOVE

The **PUMP GLOVE** inflates to provide a cushion of air that protects the hand from many hazards. Ice, fire, and closing subway and elevator doors are no threat while wearing these! The only time the **PUMP GLOVE** should not be used is when fighting. Although your hand would be protected when you threw a punch, your nose would not be when you received one (unless, of course, you're able to pull the glove over your head!)





AN EMBARRASSMENT OF RICHARD'S DEPT.

*We are unable to bring you the article originally scheduled for these pages due to a malfunction in the apparatus of our Web Offset presses. Specifically, the problematic*



FOR TH



**Quadracci cylinder would not operate correctly after it got caught on the Brennan/Aspenson lever! If you believe this excuse, then you're sure to believe these other...**

I'd like to pay you the money I owe you, but I forgot my **Personal Identification Number** and now I can't get any money from the **Automatic Teller Machine!**



I have to **hang up** now, Mom! You can't hear it on **your** end, but my **neighbor's** cordless phone is **interfering** with the signal on **my** cordless phone!



I would have called you, but I got your **fax**, your **modem**, your **home**, your **office** and your **cellular** numbers **all mixed up!**



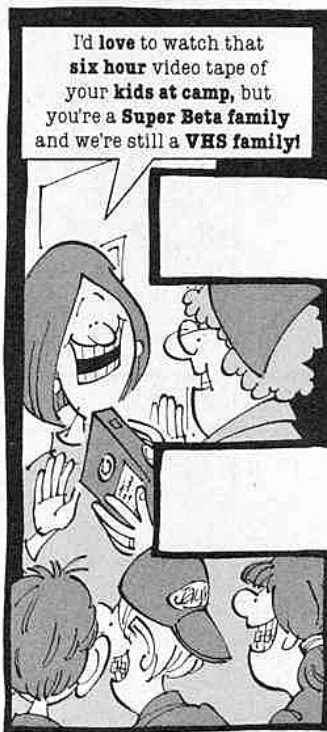
I'm **sorry** I missed my appointment, doc, but my **electronic organizer** crashed!



I didn't embezzle **two million dollars**, your honor, it must've been a **computer virus!**



I'd love to watch that **six hour** video tape of your **kids at camp**, but you're a **Super Beta** family and we're still a **VHS** family!



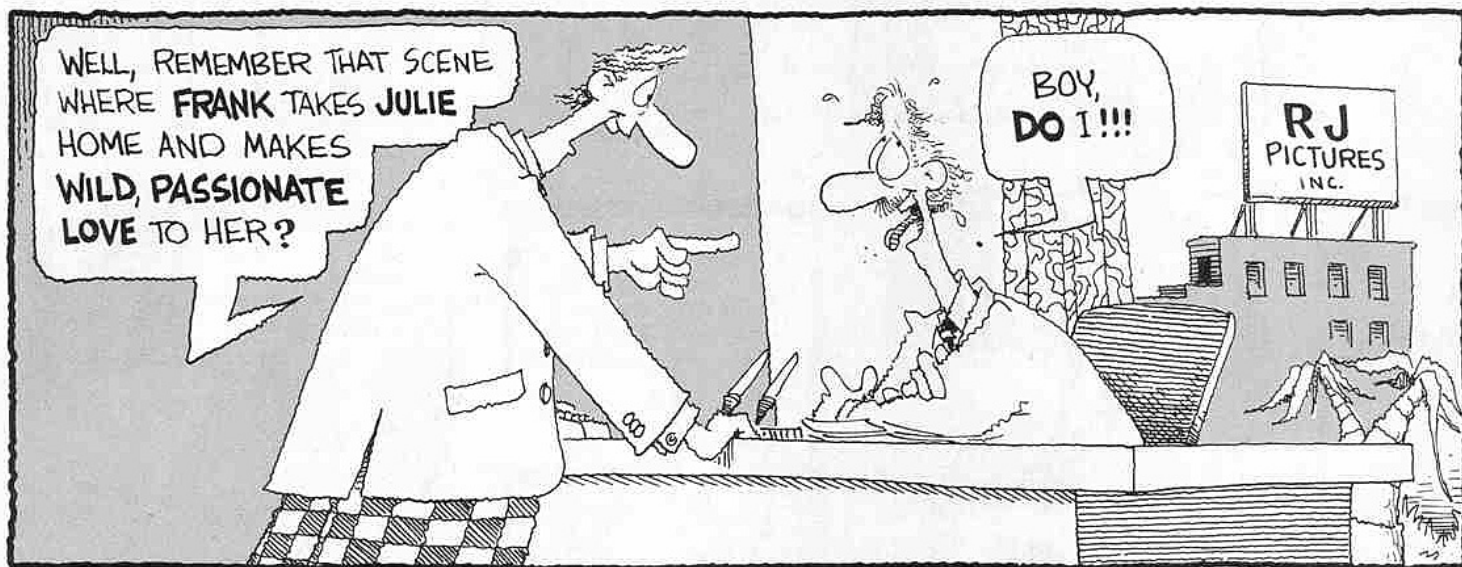
I didn't shave because using lather from my **aerosol** can only further damages the **ozone layer!**



**Excuses**



# DRAMA ON PAGE 16



ARTIST: JOHN CALDWELL

WRITER: TERRY COPELAND



Now that the havoc-filled era known as the 20th century is finally drawing to a close, happy little idealists have begun to crawl gleefully out of the woodwork with a myriad of rosy predictions for the up-and-coming century. While we at MAD do find these optimists altogether cute and cuddly, we refuse to believe that all the world's wrongs will be righted once that big number 2 rolls around. As a matter of fact, given the relative calm-before-the-storm that was the very end of the 19th century, we've thought up a few speculations of our own about...

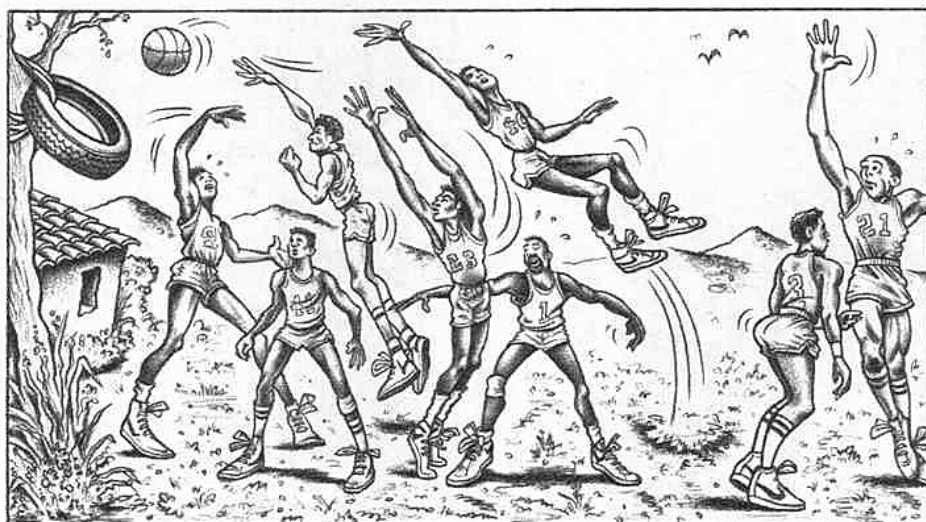


By 2075, the tabloids will have chronicled three more generations of the Kennedy family—many of them direct descendants of Teddy.

# Why The 21ST CENTURY May Be Even WORSE Than This One!

ARTIST: RICK TULKA

WRITER: TOM KOCH



The N.B.A. may continue overexpanding until the 2026 play-offs run well into 2028, and the finals pit Guayaquil, Ecuador, against Pitcairn Island.





All the kids who appeared on "The Cosby Show" will be middle-aged performers still trying to cash in on their cuteness.

Around 2036, we will have a string of U.S. presidents who trained for the job by playing video games and listening to the philosophy of Sinéad O'Connor.

The Forbes Magazine list of the 400 Richest Americans for the year 2009 will be composed entirely of former restaurant bus boys, each of whom won the jackpot in his state's lottery.



The area that was formerly the Soviet Union will have been sub-divided into so many smaller countries that every Russian will be working in New York as a United Nations delegate.



Antique dealers will be asking \$350 for one of those gosh-awful plastic dancing Coke cans like your parents just threw away.

Those entering nursing homes will run the risk of having to share a semi-private room and bath with either Andrew Dice Clay, Sandra Bernhard or Axl Rose.



Dan Rather will retire while Geraldo Rivera is still young enough to apply for his job.



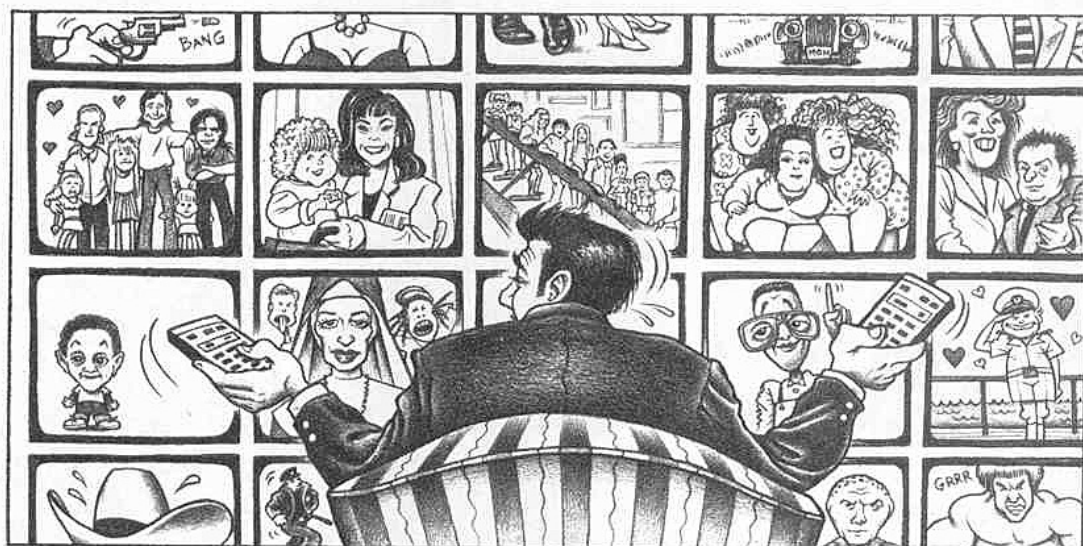
State-of-the-art oil tankers will be roughly five times as big as any now in use—and a whole bunch of them will be owned and operated by Exxon.

The world's nuclear powers will include not only Iraq, but also North Korea, the PLO, and the nasty street gang that terrorizes your neighborhood.

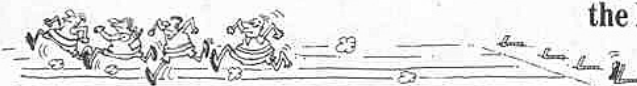


Those convicted in the Savings & Loan Scandal will be out of prison and back at work in their Savings & Loan offices.

By 2008, the average American will earn \$100,000 a year—but \$97,000 of that will go for health insurance premiums.



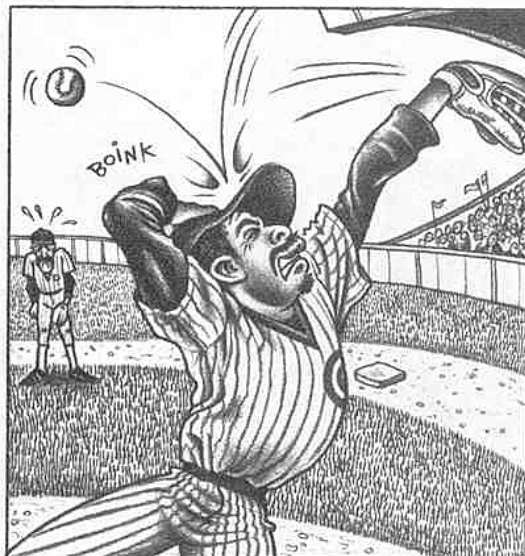
By 2009, there will be enough TV channels to allow all the lousy shows ever made to be re-run simultaneously.



The first best-seller of the 21st century just might be Kitty Kelly's unauthorized bio of former First Lady, Marilyn Quayle.



The next century will witness the decline into middle age and senility of Michael Jackson—which won't be a pretty sight.



2099 could very well be the Chicago Cubs' 155th straight season without a pennant.



BEHIND THE CREATE BALL DEPT.

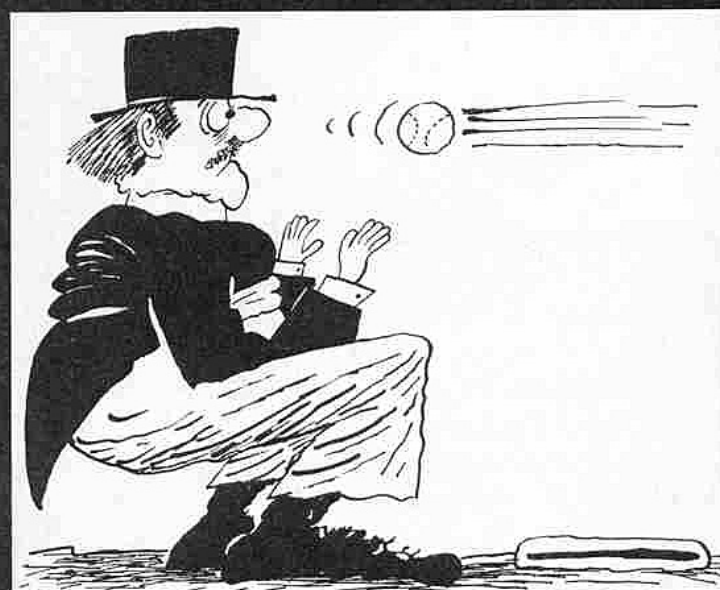
Now, a look at the moment before the creation of...

# SMALL BUT SIGNIFICANT INVENTIONS OF THE PAST

ARTIST AND WRITER: PAUL PETER PORGES



**The Chimney**



**The Catcher's Mask**



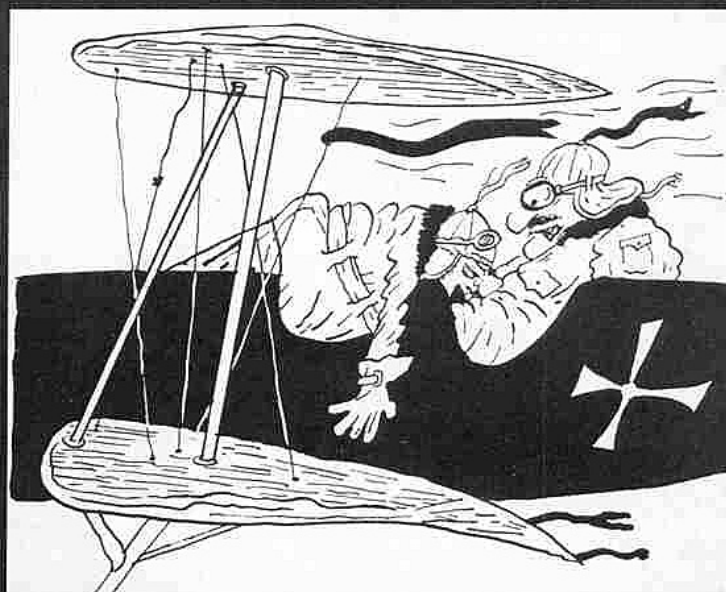
**The Wallet-Sized Photo**



**The Magnetic Game Board**



**The Spare Tire**



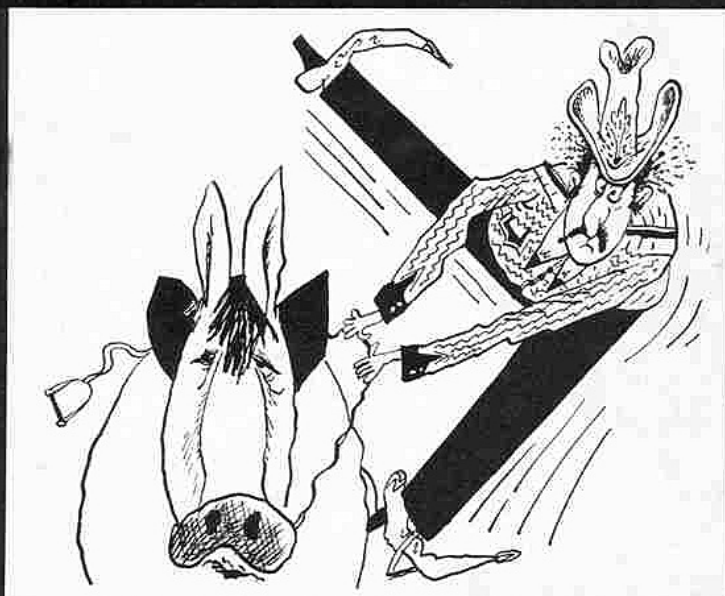
**The Barf Bag**



**The Tea Bag**



**The Windshield Wiper**



**Fabric Softener**



**The "Hold" Button**



How has the Soviet Union changed for Russian consumers since the fall of communism?  
*The Soviet Union used to be one large country with lots of shortages. Now it's eleven small countries with lots of shortages!*

Why did the Russian consumer cross the road?  
*The lines looked shorter on the other side!*

How can you tell when a National Enquirer reporter starts telling the truth?  
*He gets fired!*

What's the best way to make a disgruntled postal employee stop killing his co-workers?  
*Tell him it's his coffee break time!*

How many disgruntled postal employees does it take to change a lightbulb?  
*Disgruntled postal employees don't change lightbulbs, they shoot them out with the ammo they have left over after killing ten or twenty of their former co-workers!*

Why do commuter train engineers hate derailments?  
*It makes them spill their drinks!*

QUIP-CHANGE ARTISTS DEPT.

*Carolanne's Comedy Club*

# NEW TWIS



Why did the former child TV star cross the road?  
To escape police chasing him for either shoplifting, drug trafficking, or soliciting a transsexual prostitute!

Why did the euthanasia advocate cross the road?  
To pull the plug on a terminally comatose patient so he could get to "the other side."

What's the difference between euthanasia and watching the Buffalo Bills in the Super Bowl?  
Euthanasia is painless!

How many former child TV stars does it take to change a lightbulb?  
Former child TV stars can't afford a lightbulb because their parents and managers have squandered their money!

What's the difference between euthanasia advocates and David Duke supporters?  
Euthanasia advocates have no use for the braindead!

How many euthanasia advocates does it take to change a lightbulb?  
One. But he changes it before it burns out, so the lightbulb can "go with dignity."

# STS ON OLD JOKES

ARTIST: MORT DRUCKER

WRITER: DENNIS SNEE





# THE LOST PLAYGROUND OF KIDS YOUR

MYTH-  
CONCEPTIONS  
DEPT.

Children Who've Knocked Their Eyes  
Out Playing With Pea Shooters,  
B.B. Guns, Rubber Bands and Paper  
Clips, Paper Airplanes or any  
Item Not Made of Foam Rubber.

The Boy Whose Face  
Remained Frozen  
After He Made One  
Too Many Funny Faces.

The Girl Whose Hair-do  
Literally Caused Her  
Parents to Die of Shame.

The Boy With  
Hairy Palms.  
(No Explanation  
is Necessary.)

# PARENTS ALWAYS TOLD YOU ABOUT

ARTIST: TOM BUNK

WRITER: BARRY LIEBMANN

BUT YOU'VE  
NEVER SEEN  
YOURSELF!!!

The Girl Whose Ears  
Were So Dirty That  
Vegetables Were  
Growing Out of Them.

The Foreign Child Whose Existence  
Somehow Depended Upon Whether or Not  
You Finished All Your Creamed Broccoli.

The Sixth Grader Who  
Played a Rock Album  
Backwards and Instantly  
Became a Satan Worshipper.

The Seven-Year Old Whose  
Life Was Destroyed Because of  
Bad Marks on His Permanent Record.

TOM  
BUNK



## MASSING PERSONS DEPT.

Farewell, Yuppies! Your greedy little world is crumbling. You're a vanishing breed. Take a look around and you'll see that you're being replaced by a host of new, trendy groups. Who are they, you ask? Well, pay attention as MAD presents...

### WOJOS

(Workers Ousted by Japanese Owners)

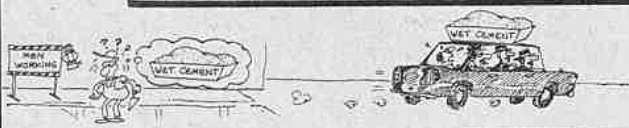
**Where They Hang Out**  
Unemployment lines

**Favorite Pastimes**  
Throwing up in sushi bars;  
punching out Sony TVs

**Rallying Cry**  
"Mitsubishis cause Cancer!"

**Weekend Activity**  
Spray-painting "Remember Pearl Harbor!" on Subarus

# A SPOTTER'S GUIDE TO TRENDY GR



### RASPIES

(Rugged All-American Super Patriots)

#### Identifying Marks

Tattoos of General Schwarzkopf in battle regalia

#### Natural Enemies

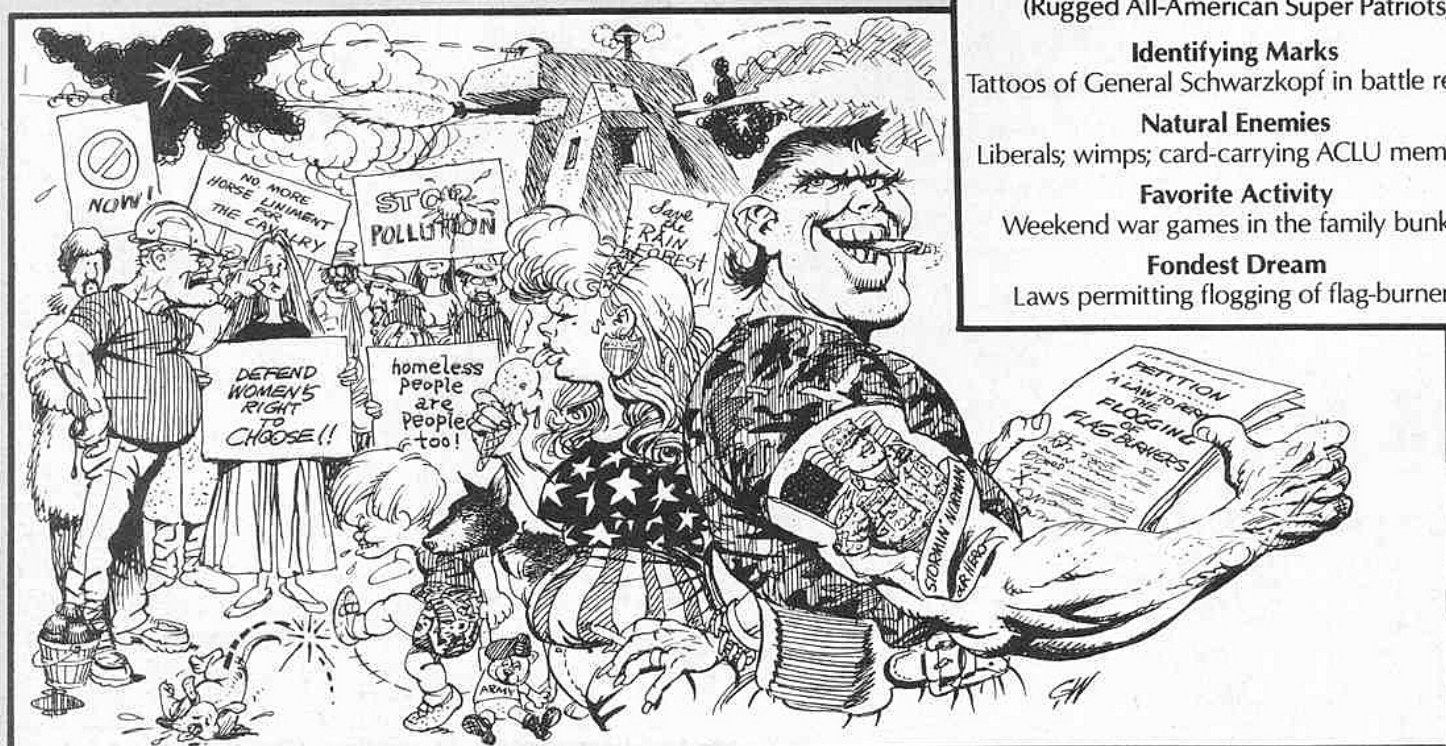
Liberals; wimps; card-carrying ACLU members

#### Favorite Activity

Weekend war games in the family bunker

#### Fondest Dream

Laws permitting flogging of flag-burners



# COUPS OF THE '90s

## FIRFEES

(Fleeced Investors Ruined Forever)

### Identifying Marks

Prematurely gray hair; worry lines

### Favorite Activity

Papering their bathrooms with worthless junk bonds and Savings and Loan stock certificates

### Last Read

Eviction notices; bankruptcy petitions

### Daily Exercise

Dodging creditors



ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

## EFTAHs

(Entire Families That Are Homeless)

### Family Motto

"God bless our doorway"

### Identifying Color

Frostbite blue

### Most Common Furniture

Appliance box deco

### #1 Kiddies' Activity

18-hour-a-day scavenger hunts





## AYLLYS

(Aging Yuppies Lamenting Lost Youth)

### Identifying Marks

Multiple face-lift scars; designer dentures;  
solid gold Life Alert Medical Transmitters

### Where they hang out

Bloomingdales (on Senior Citizen Discount Day)

### Chief Concern

Rolex rust

### Newest Craze

Charging Depends undergarments on their  
American Express Card



## ASQUAPS

(Americans Scared of Quayle As President)

### Rallying Cry

"A Heartbeat Away—Oy Vey!"

### Where Seen

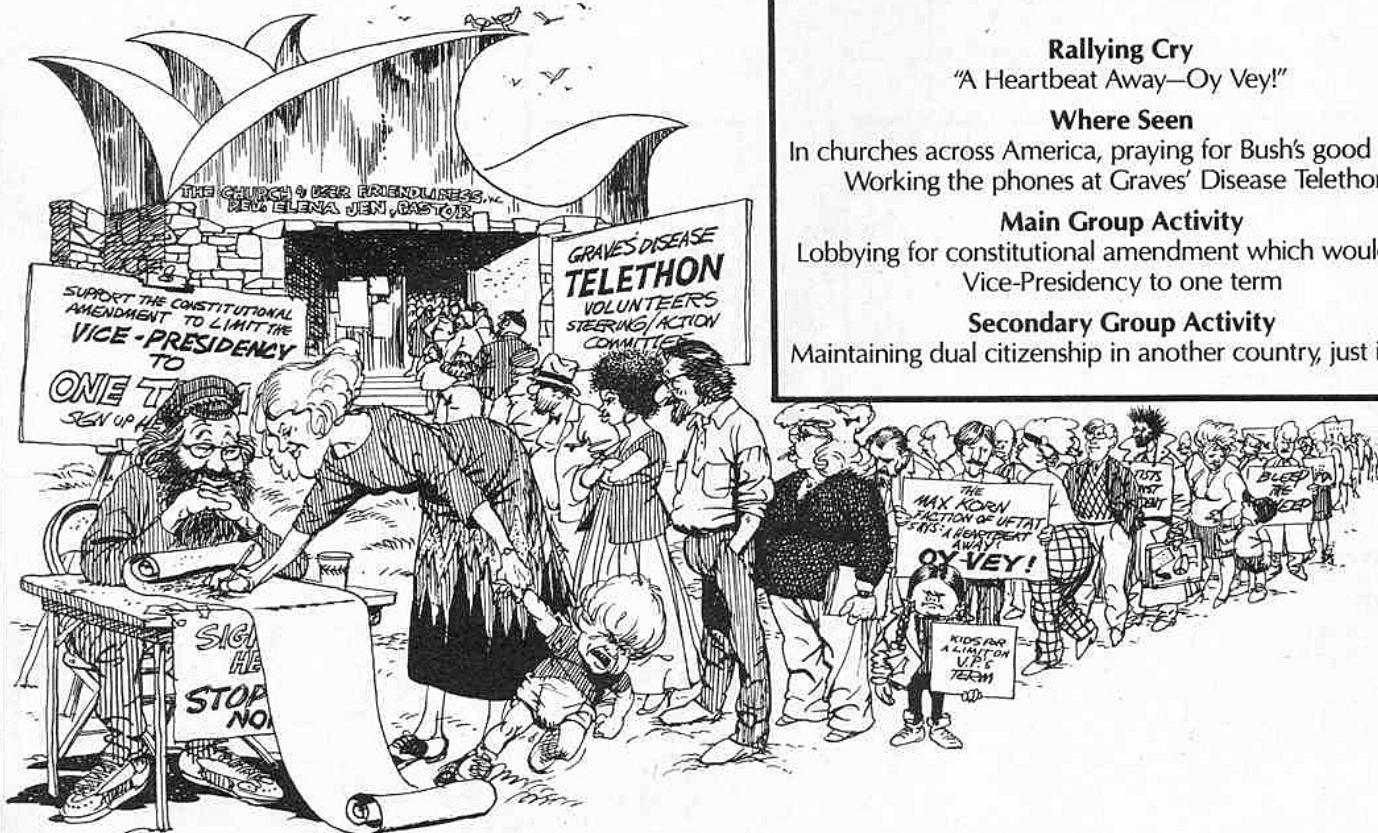
In churches across America, praying for Bush's good health;  
Working the phones at Graves' Disease Telethons

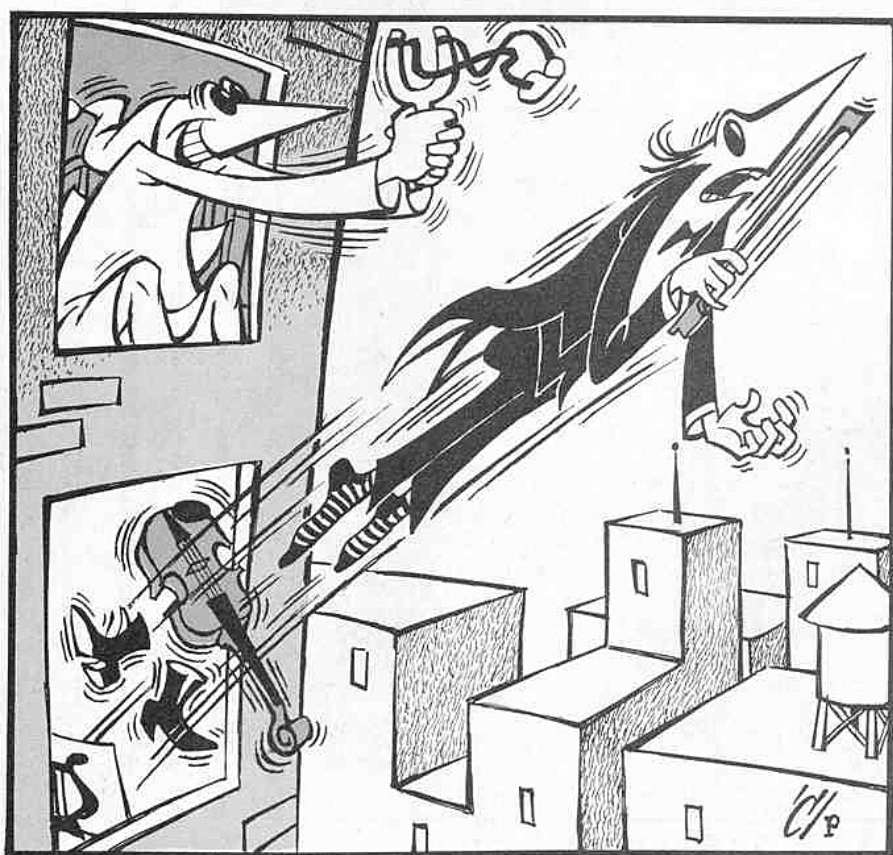
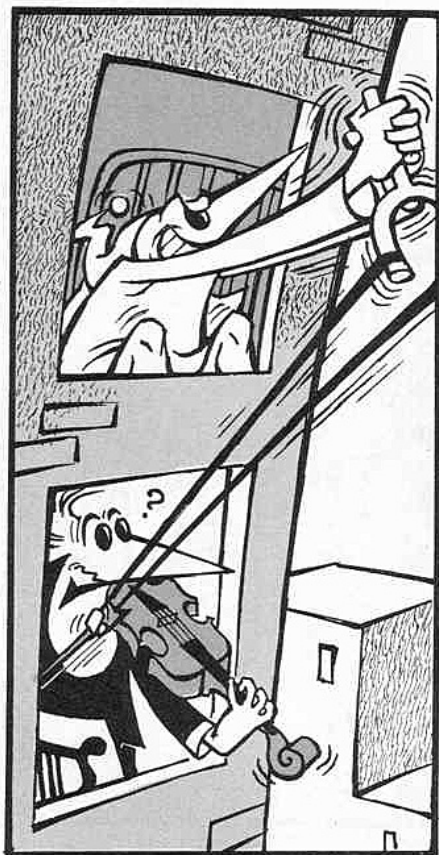
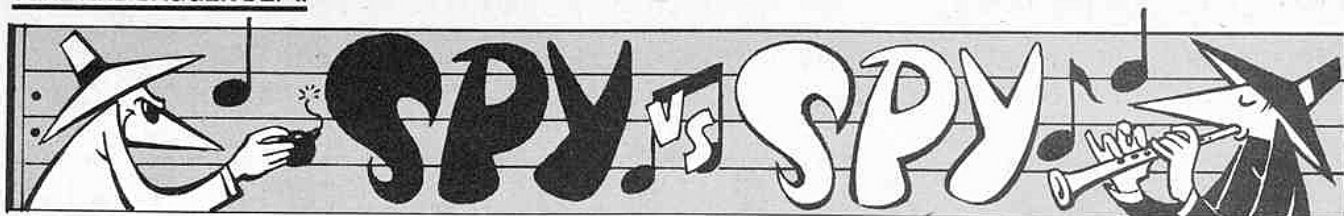
### Main Group Activity

Lobbying for constitutional amendment which would limit  
Vice-Presidency to one term

### Secondary Group Activity

Maintaining dual citizenship in another country, just in case





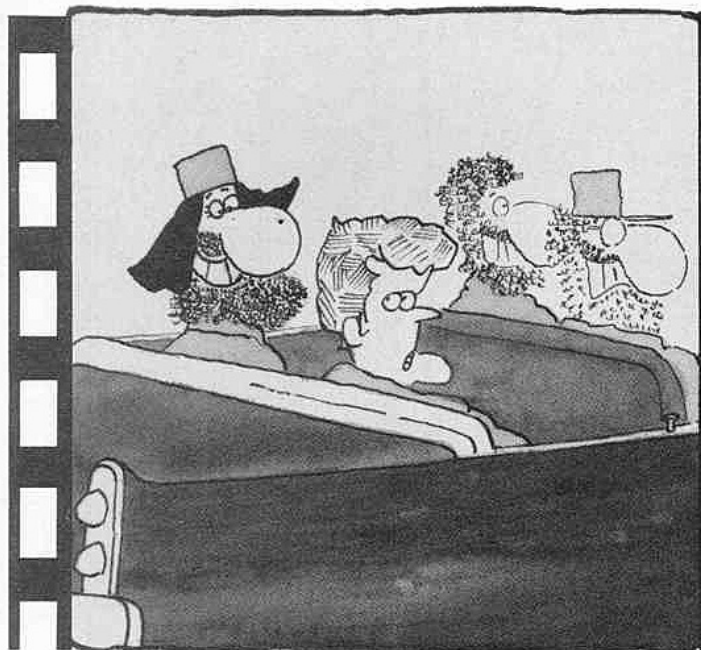


OMISSIONS ACCOMPLISHED DEPT.

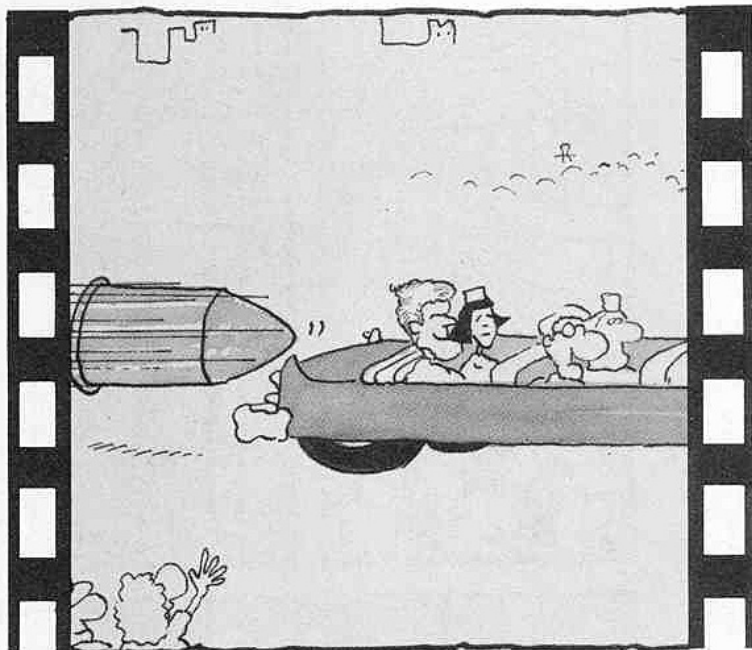
His movie caused a national stir as he implicated everyone from the CIA to the Chief Justice of the Supreme Court in an assassination plot and coverup. But what many filmgoers don't

# JFK CONSPIRA

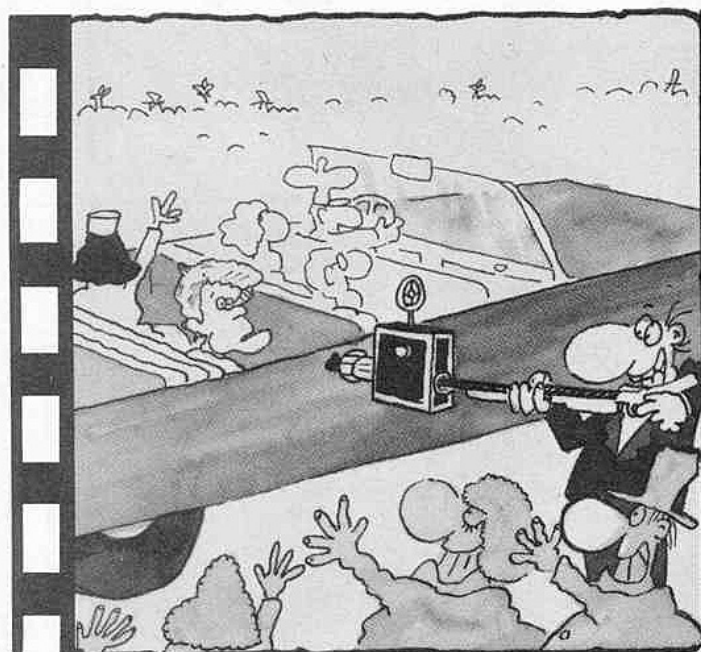
## Oliver Stone Left on the



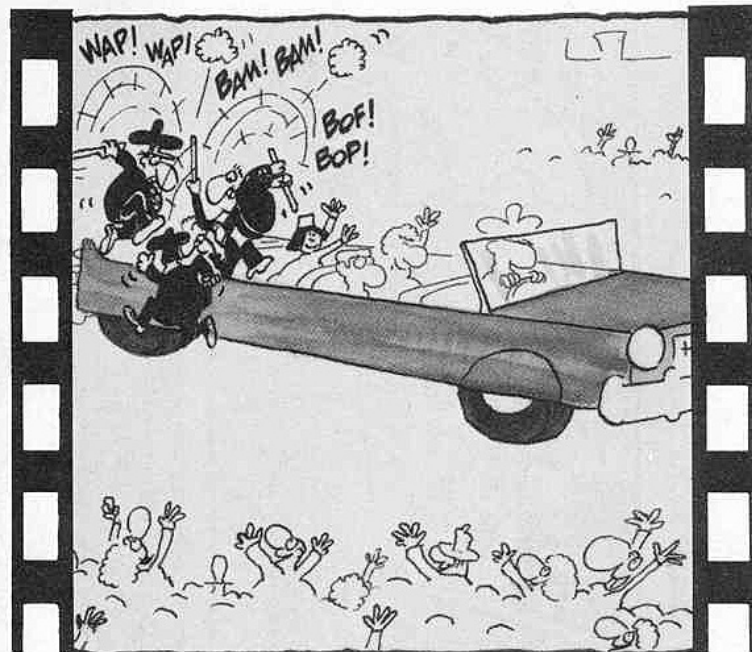
THE "CASTRO CONSPIRACY" THEORY



THE OTHER "SINGLE BULLET" THEORY



THE "ZAPRUDER HAD A GUN  
IN HIS MOVIE CAMERA" THEORY



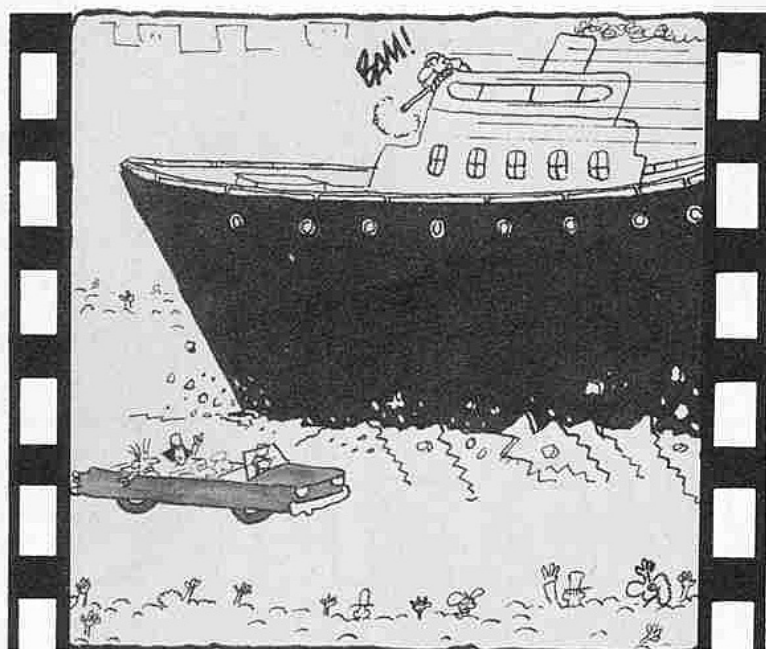
THE "L.A.P.D. DID IT" THEORY

know is that for every person or group that he implicated, Director Oliver Stone had many more suspicions that he was forced to remove! Now MAD reveals them for the first time in...

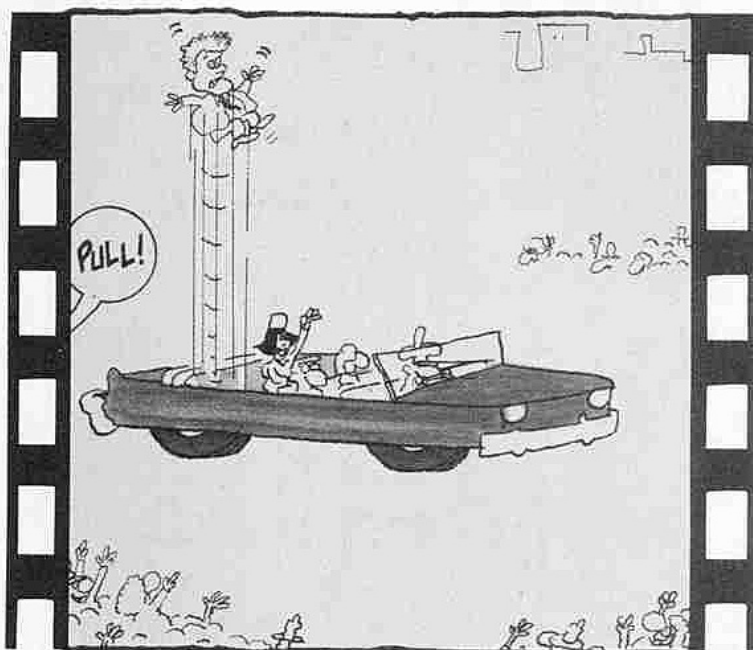
# CONSPIRACY THEORIES

## Cutting Room Floor

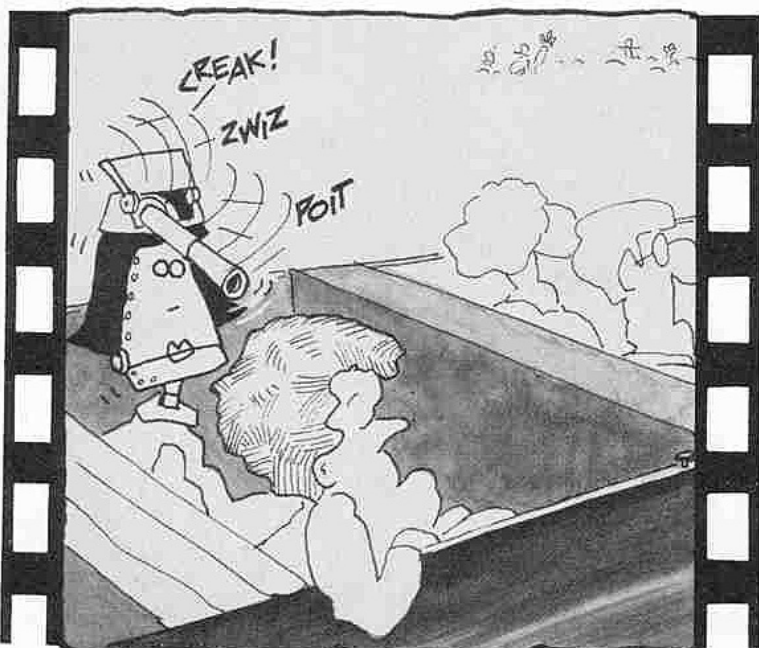
ARTIST AND WRITER: DUCK EDWING



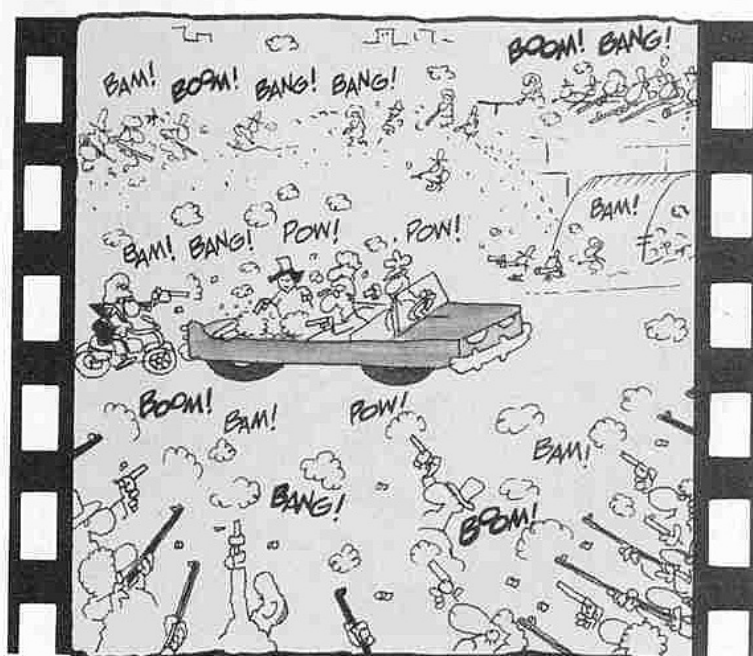
THE "ARISTOTLE ONASSIS DID IT SO HE COULD MARRY JACKIE" THEORY



THE "TRAP SHOOT" THEORY



THE "SWITCHED JACQUELINE KENNEDY FOR A ROBOT PILL BOX HAT" THEORY

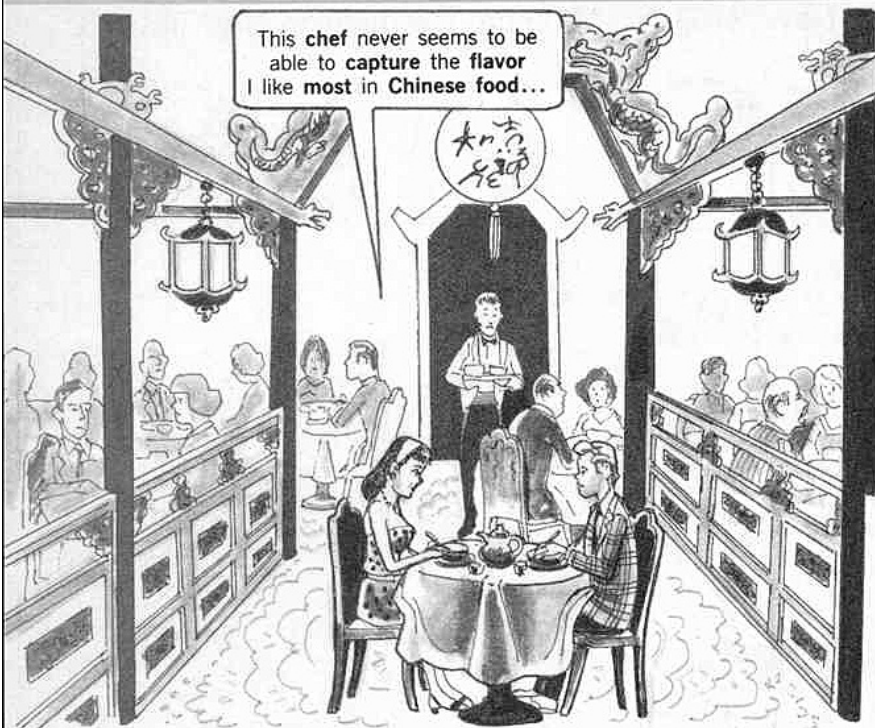


THE "EVERYBODY DID IT" THEORY



## TASTE

This chef never seems to be able to capture the flavor I like most in Chinese food...



...that cardboard box taste you get when you order take out!



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## SHOPPING

You know, I think my husband is right! He keeps saying that everything we buy is imported, and nothing we bought today was actually made in the U.S.A.!



Yeah? What about the mall?



## APPEARANCES

Wait a second, Danny! If you want to **really** impress that babe, as soon as she picks up the **phone**, give it to me and just **start** talking!

Uh, hi Carol, this is **Danny Charney**! I was wondering if you were **busy** Saturday night...

...great! See you at seven! Goodbye!

See? It worked! By moving it back and forth your voice was fading in and out! She thought you were using an **expensive** car phone!



# R SIDE OF...

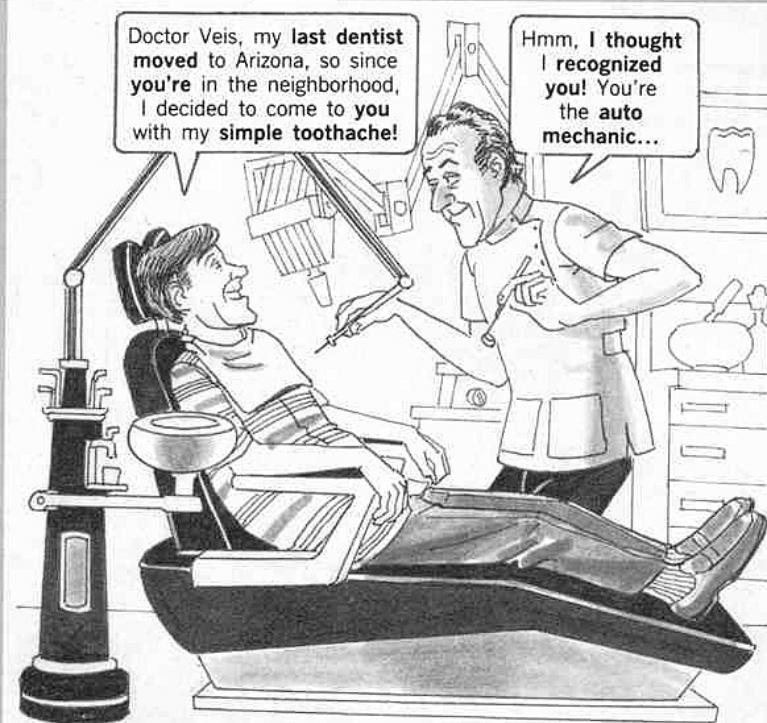
ARTIST & WRITER:  
DAVE BERG

## REVENGE

Doctor Veis, my last dentist moved to Arizona, so since you're in the neighborhood, I decided to come to you with my **simple** toothache!

Hmm, I thought I recognized you! You're the **auto** mechanic...

...who charged me \$350 for a **simple** tune-up!





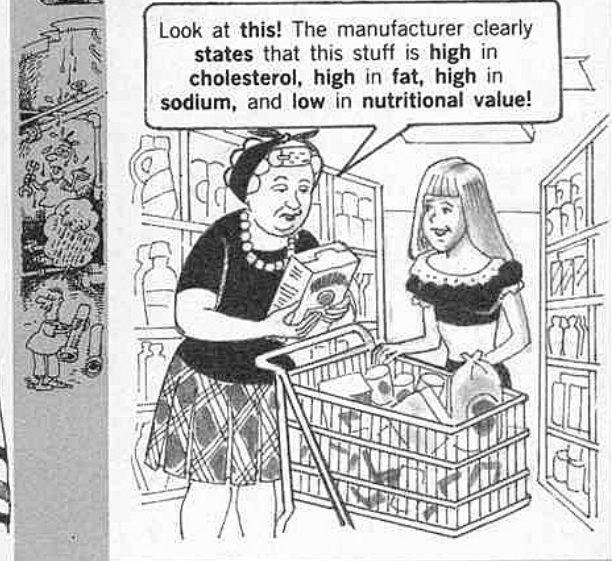
## TECHNOLOGY



## BEATING THE SYSTEM



## MERCHANDISING



## HOMEWORK

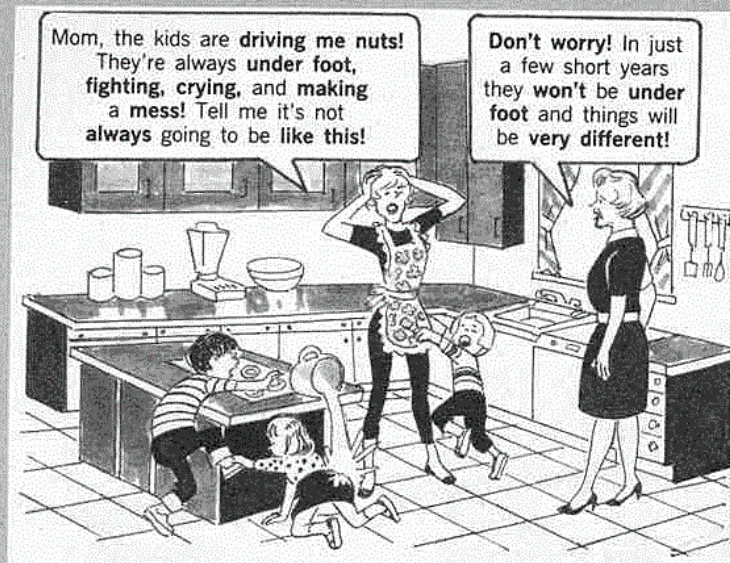


## PRESENTATION

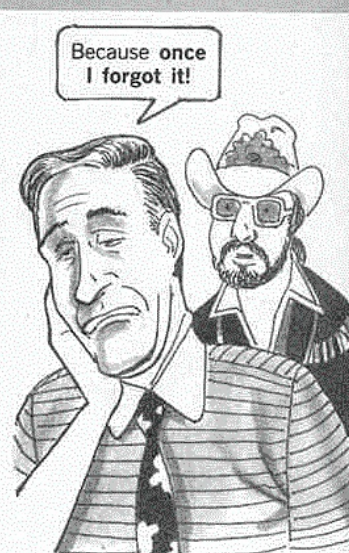
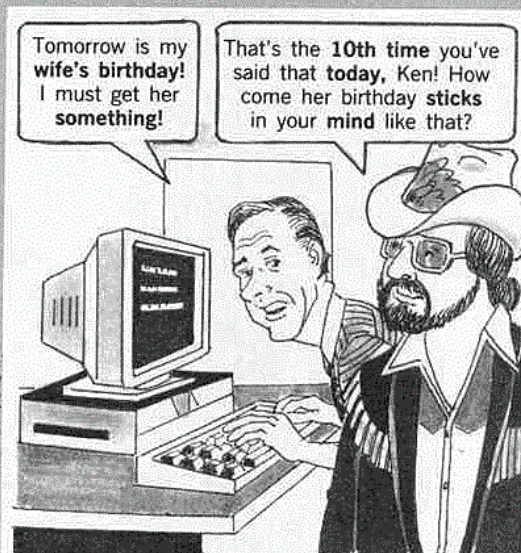




## CHILDREN



## MEMORY

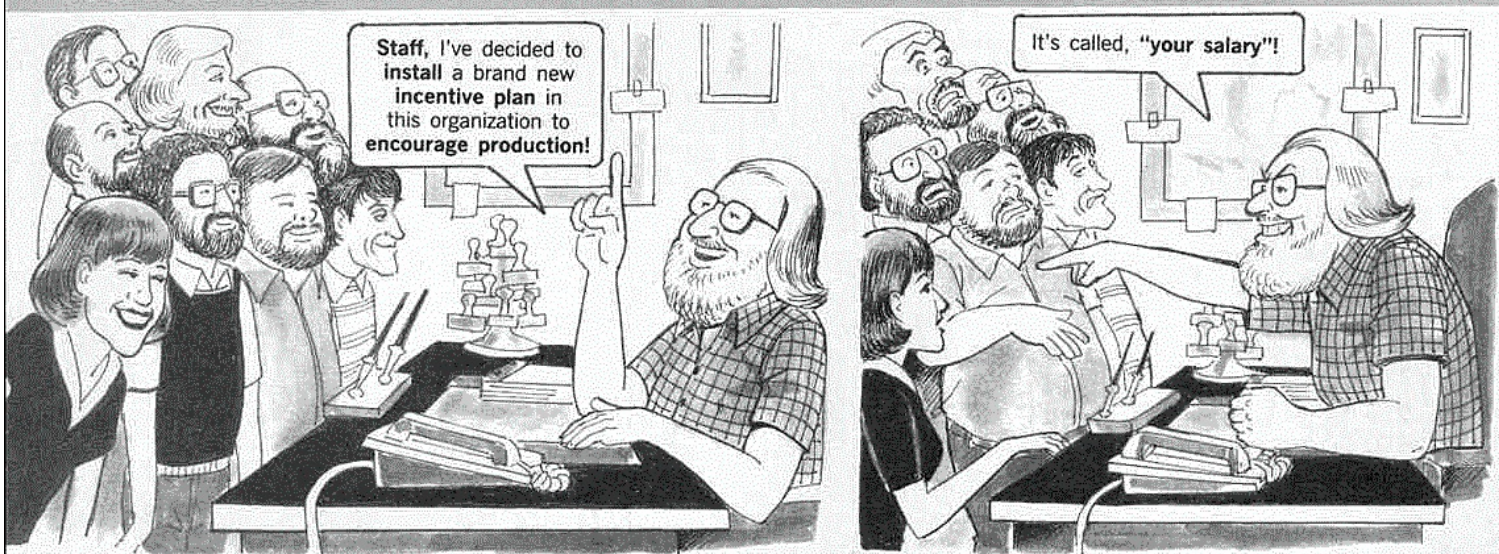


## TRAVEL





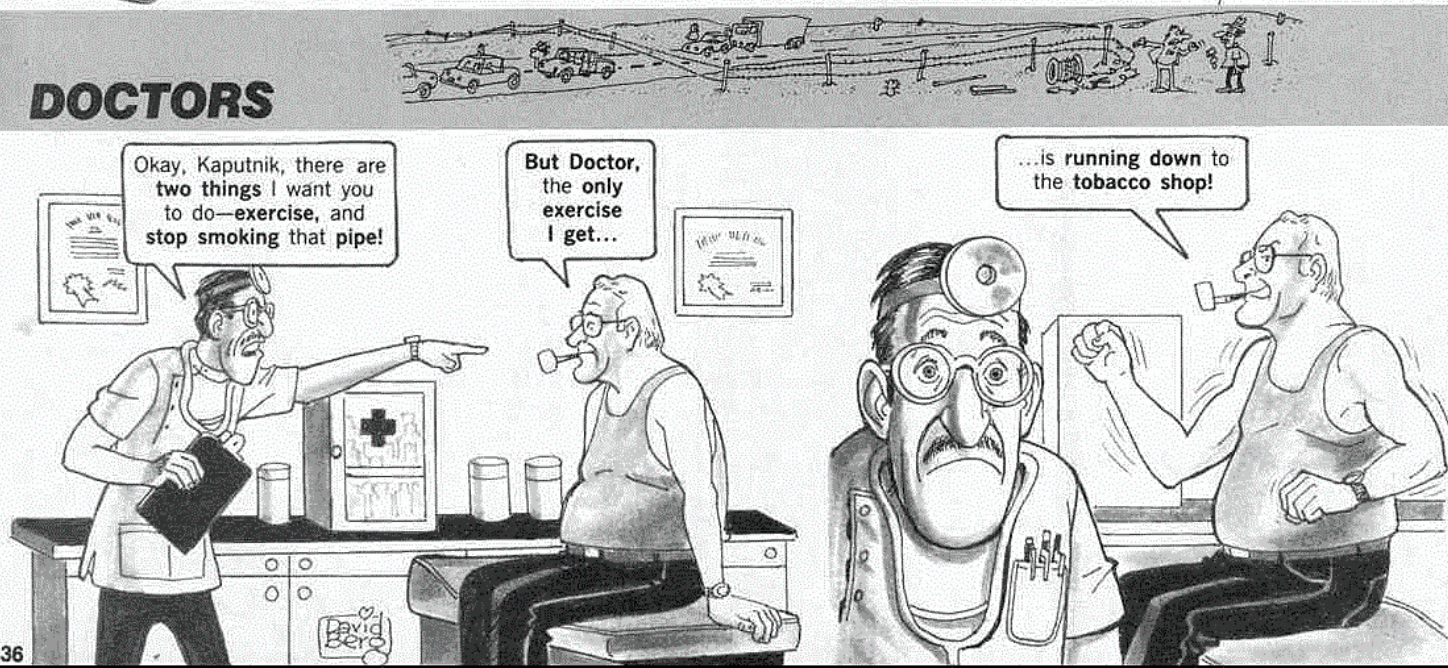
## THE OFFICE



## MAKE BELIEVE



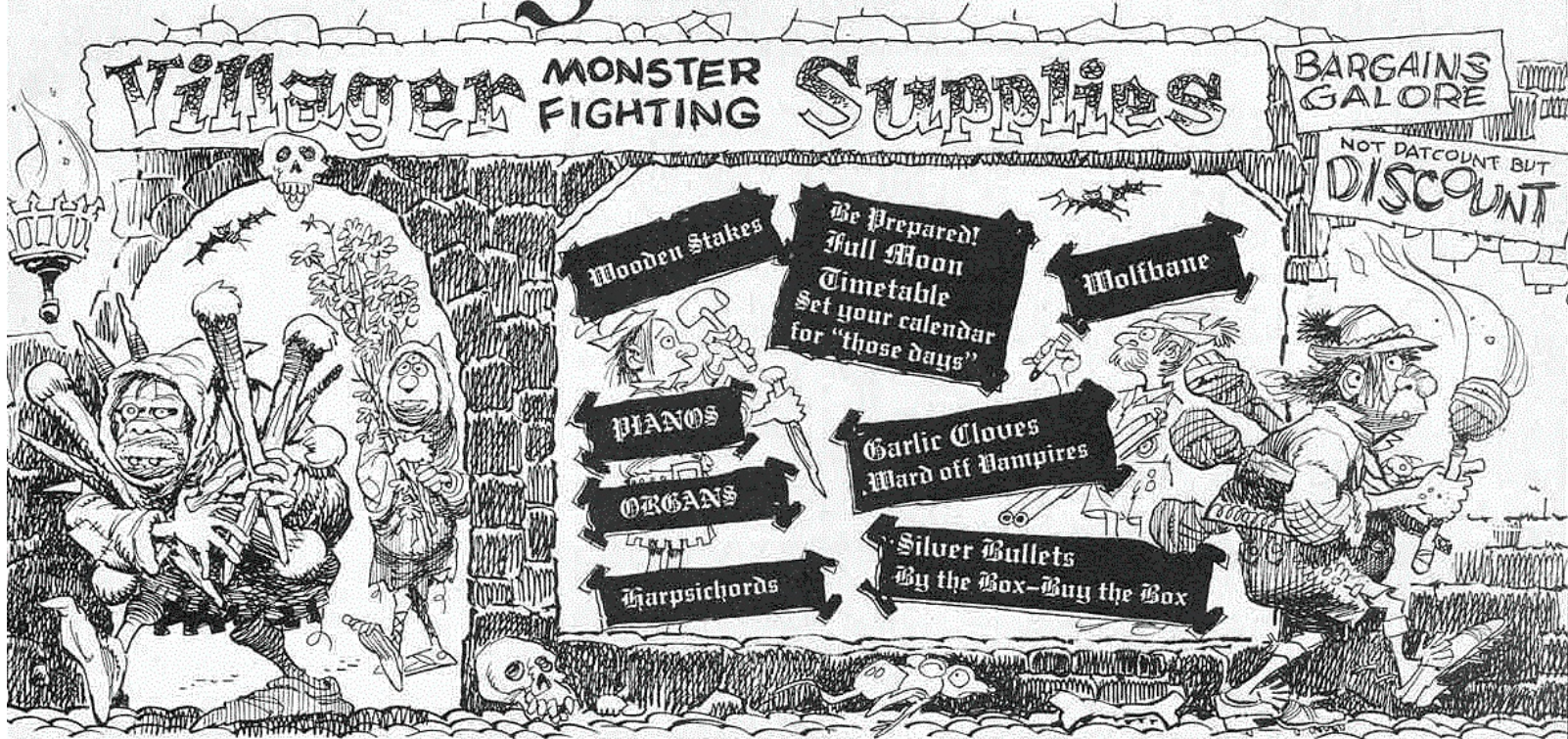
## DOCTORS







# MAD PRESENTS Selected Scenes FROM THE Transylvania Mall

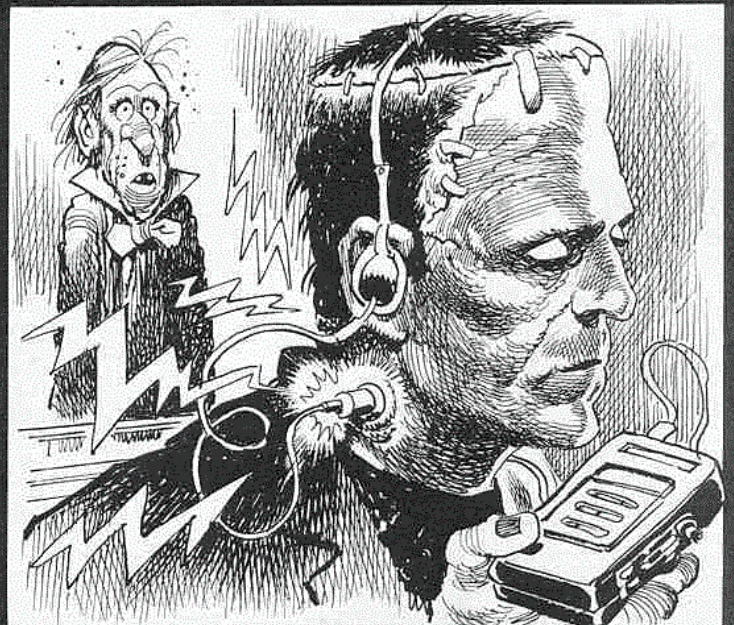


ARTIST: JACK DAVIS

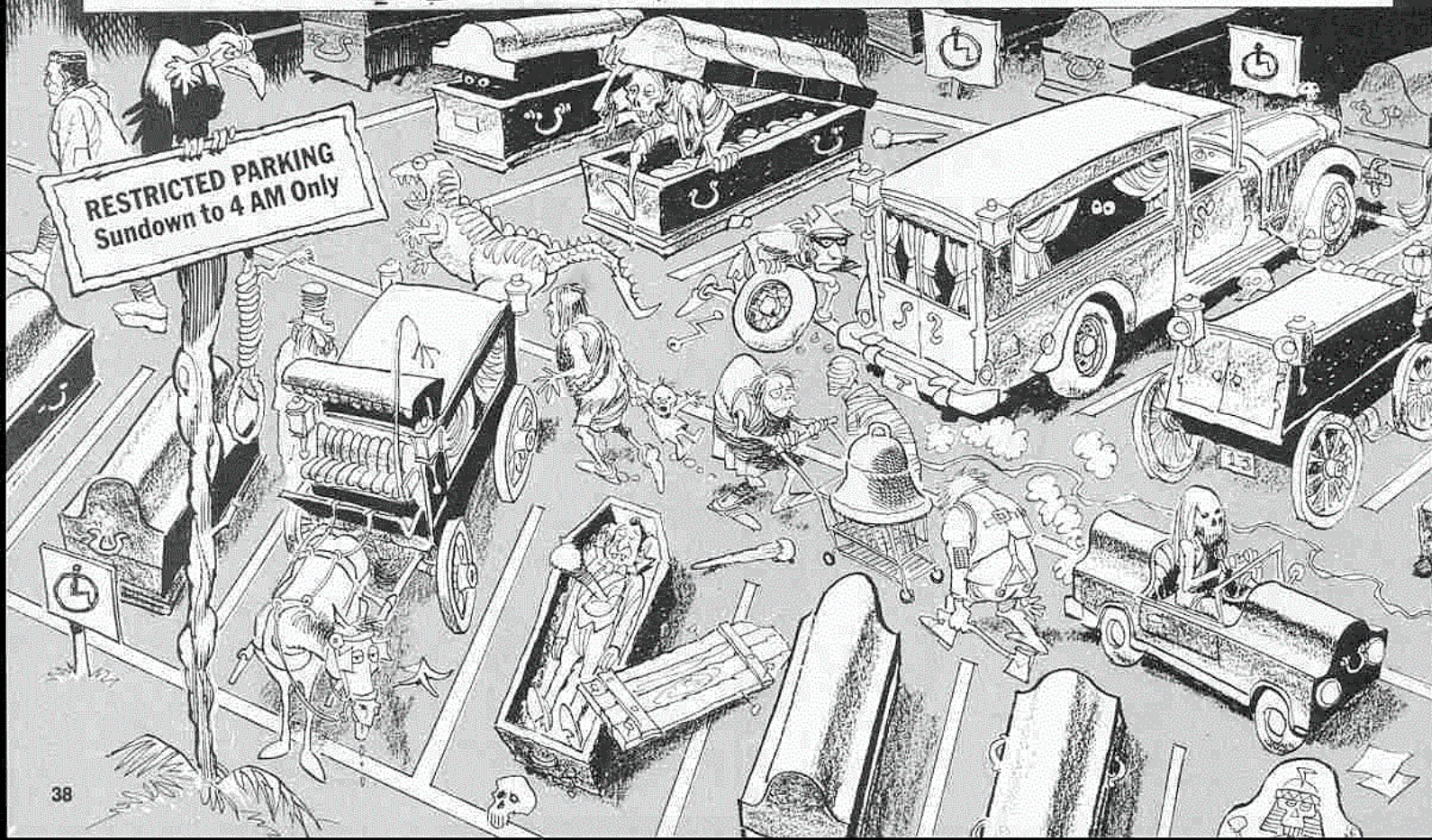
WRITER: DUCK EDWING



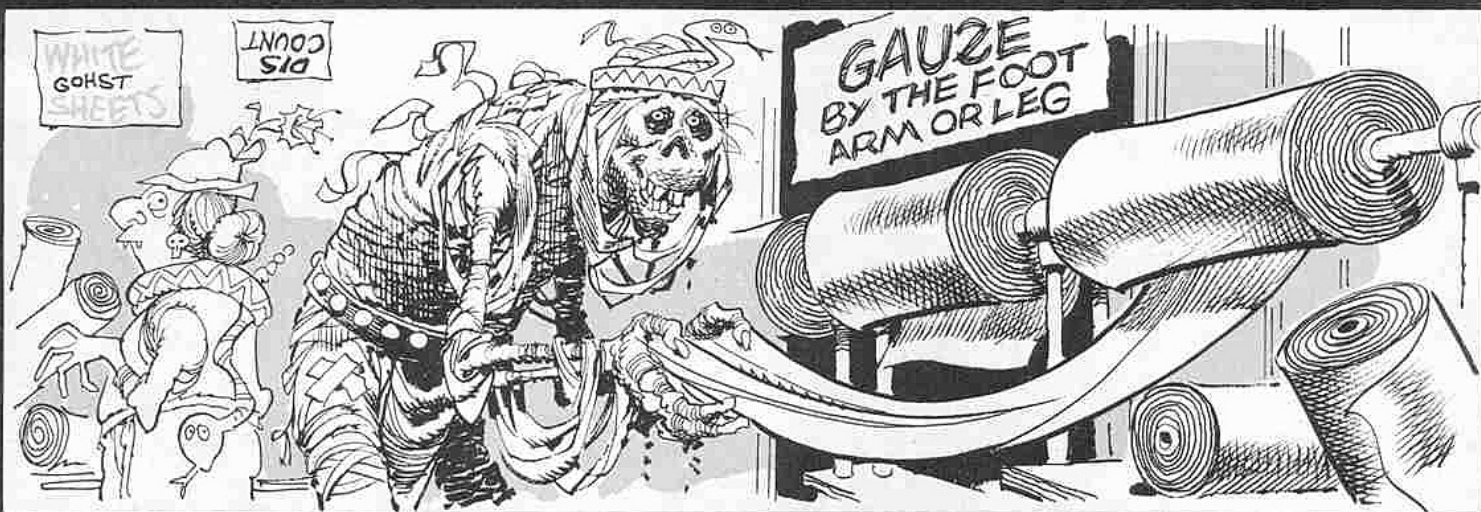
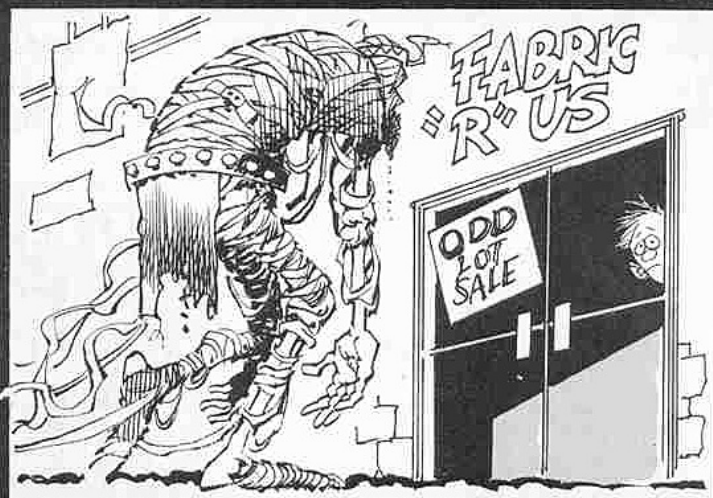
OK, here's your Walkman,  
but I don't know how  
you're gonna use it  
without batteries!















It's part *Fatal Attraction*, part *Body Heat*, part *Jagged Edge*! It's got nudity, hype and controversy! It should be a classic, but...



# BASICALLY IT STINKS

# BUTTMAN RETURNS

SEE PAGE 4



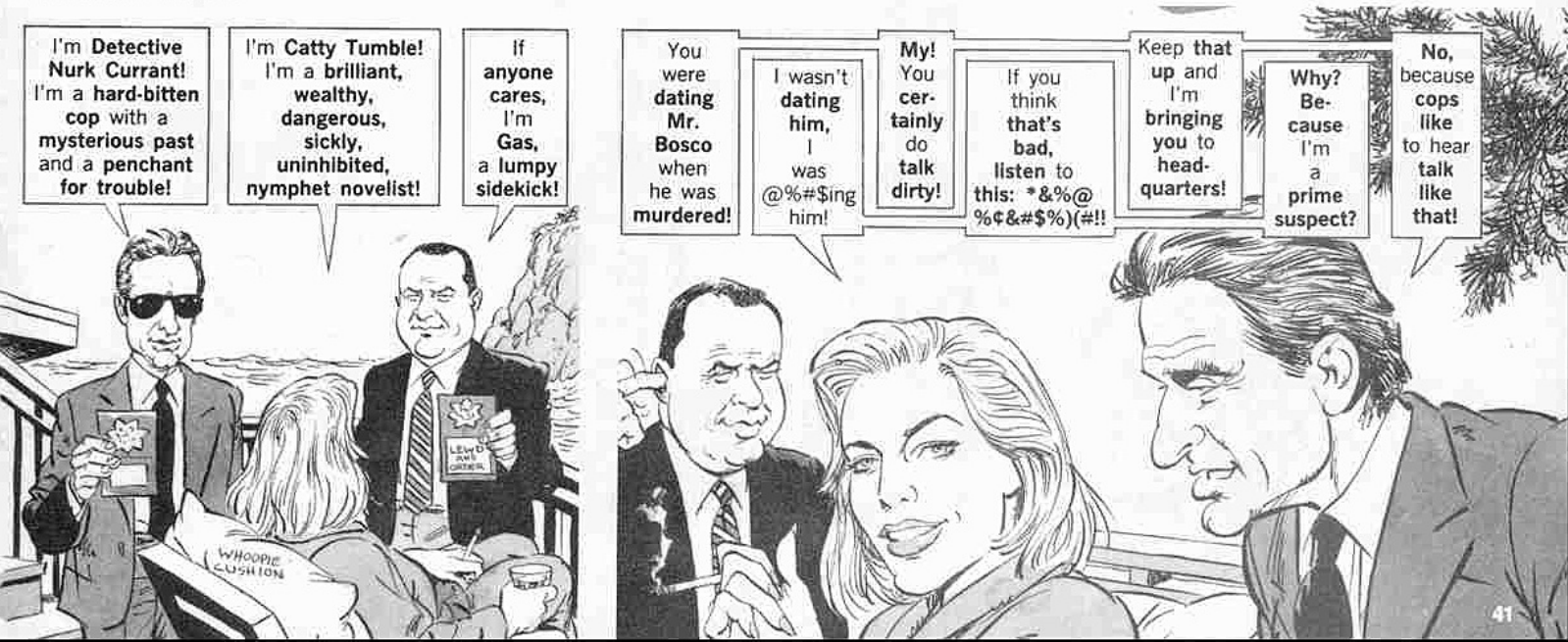
ARTIST: ANGELO TORRES







WRITER: ARNIE KOGEN





Tell me...  
How's it  
going with  
the most  
disturbed  
cop I've  
ever  
treated?

I'm clean,  
Doctor  
Groaner!  
I've given  
up booze,  
drugs  
AND sex!

Nurk, you're  
a very  
attractive  
man! You don't  
have to give  
up ALL of  
those things!

You're  
right!  
I'd give  
anything  
for a drink  
right now!

My  
God,  
this  
is a  
tough  
dating  
town!

Here's the scoop on this  
Tumble chick—she's a  
novelist and a psycholo-  
gist! Now get this... In  
her last novel she wrote  
about a rock star who  
gets murdered during sex!

With an Ice pick?  
While he's tied to a  
bedpost with a  
white silk scarf??  
She wrote about  
the murder before  
it happened!

She was also seen  
at the Texas  
School Book  
Depository in  
Dallas on Nov.  
22, 1963!

Coincidence!

Could be a frame-up!

Okay! Let's  
bring her in!

Did you kill him?

Sex? That's all?

Fondled? Really? Wow!

We're cops! We've seen it all!  
There's **nothing** you could  
do that would **unnerve** us!

Gas!  
Stop that  
Now!  
Geez!

No, I didn't  
kill him!  
I had sex  
with him!

Yes! I liked  
having sex with  
him! I liked the  
way he fondled me!

Tell me, does my  
sexually blunt manner  
and provocative outfit  
unnerve you gentlemen?

Zoweee!!! I see England, I see France,  
I see Miss Tumble has no underpants!

We have a  
strict rule!  
We do not  
allow smoking  
here!

So, what are  
you going  
to do...  
Arrest me?

Not you!  
I'm  
talking  
about them!

What's  
your  
new  
book  
about?

It's about a  
detective who  
falls for the  
wrong woman!

Would  
that  
be  
me??

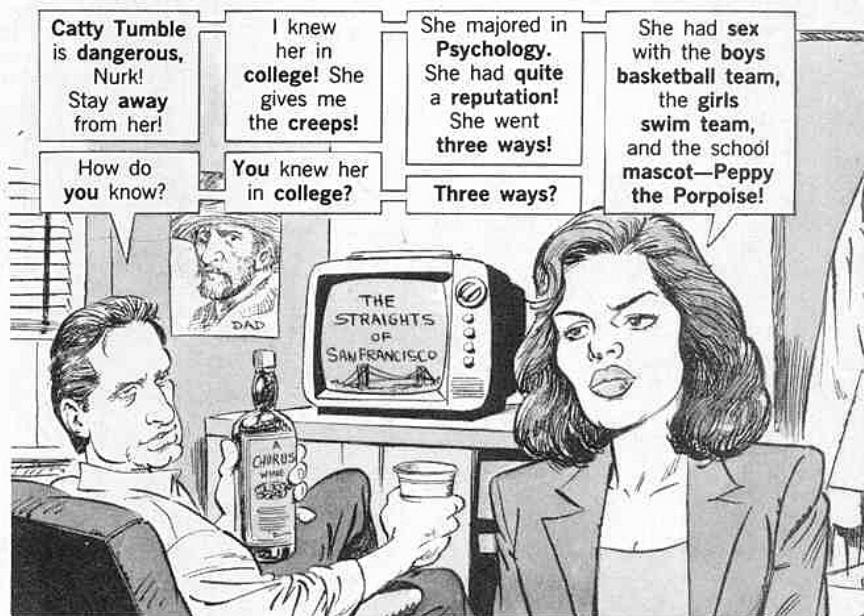
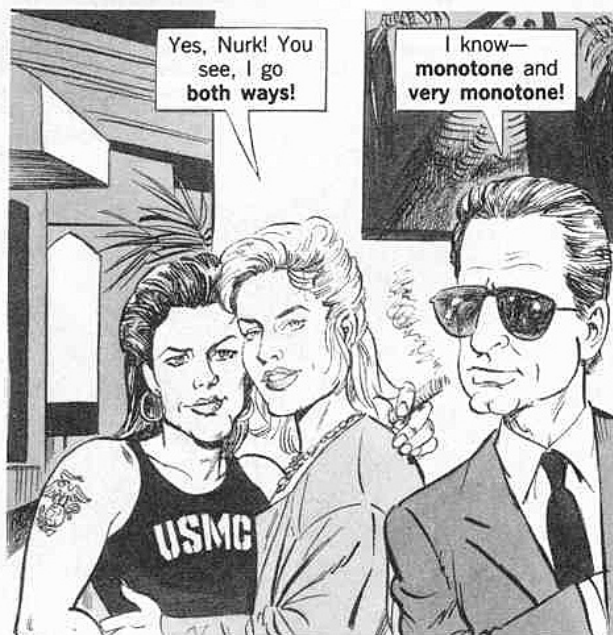
Well, it  
ain't the  
fat  
guy!

Isn't this  
weird  
and  
abnormal?

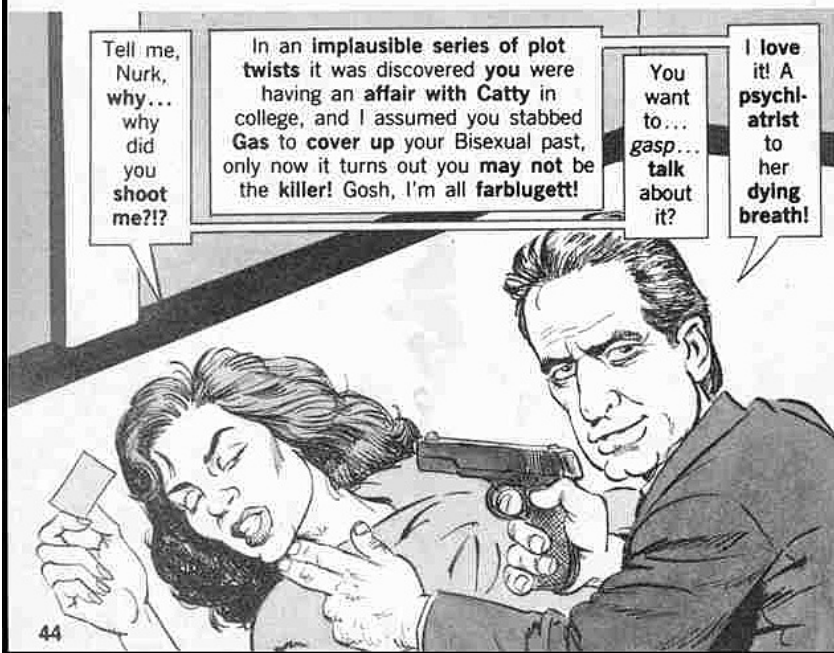
That you're  
having sex  
with your  
psychiatrist?

No, that  
we're not  
doing it  
on the couch!







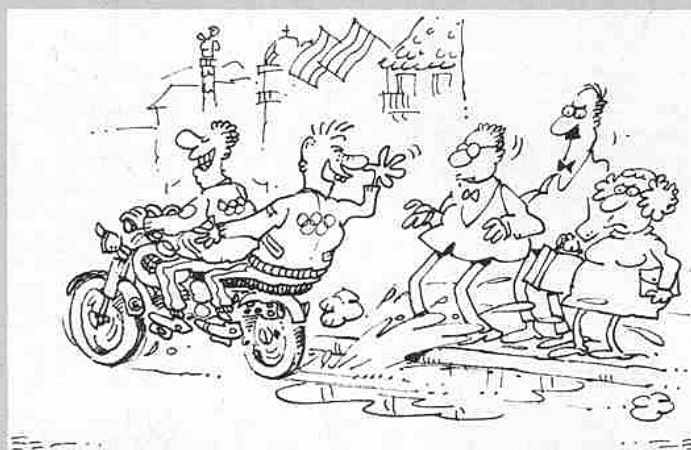
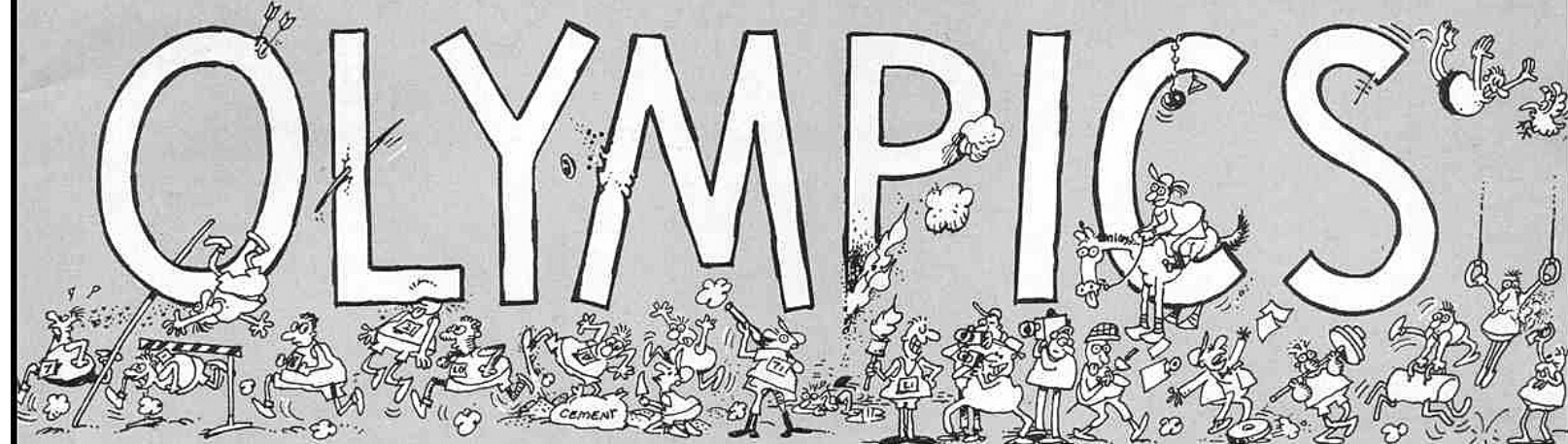
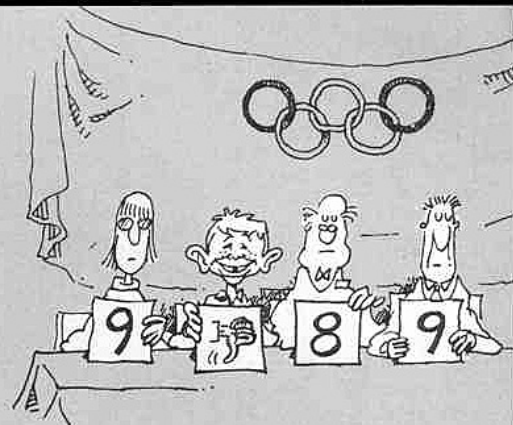




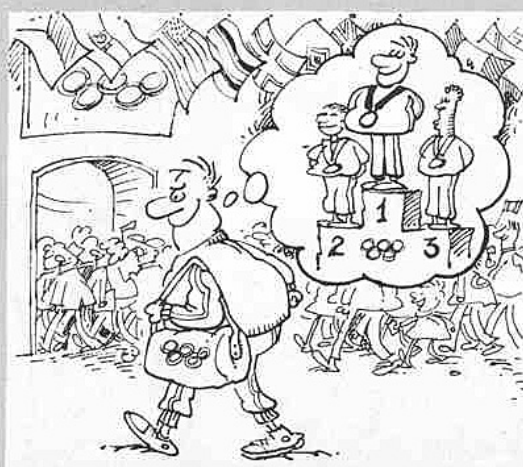
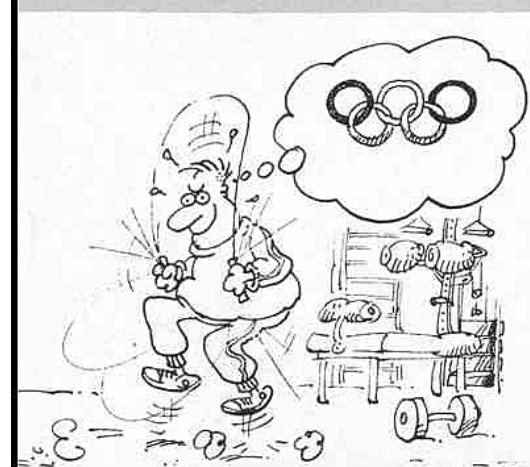
# A MAD

## LOOK AT THE

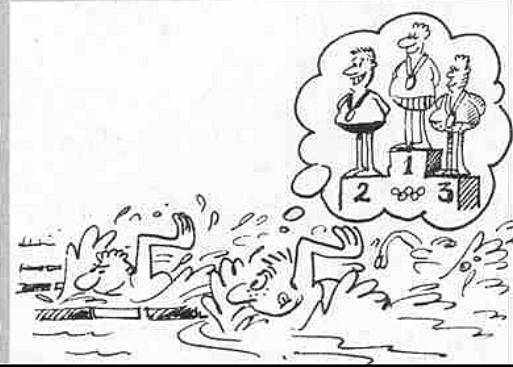
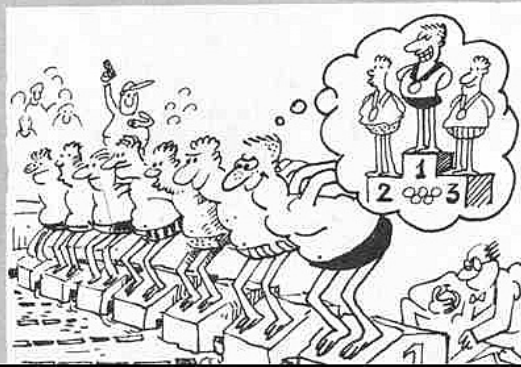
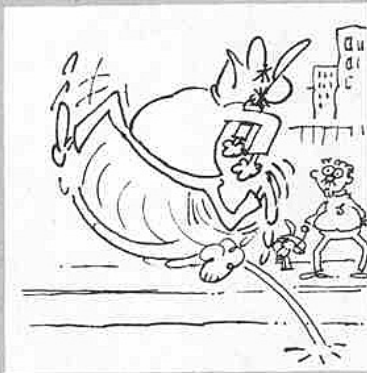
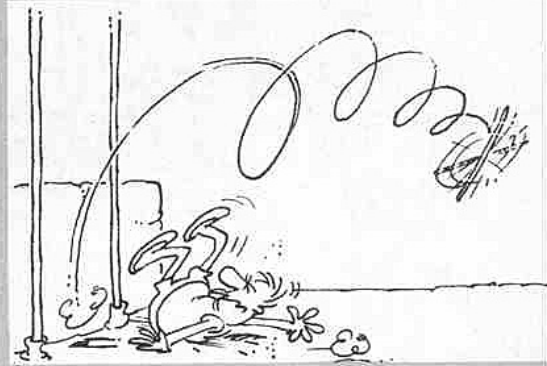
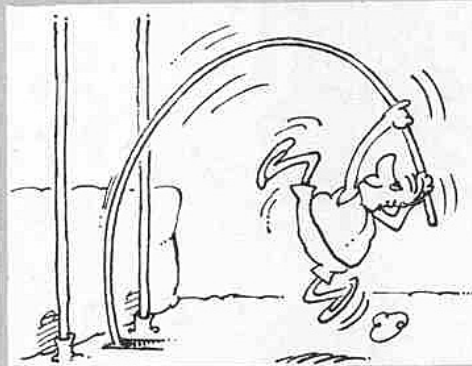
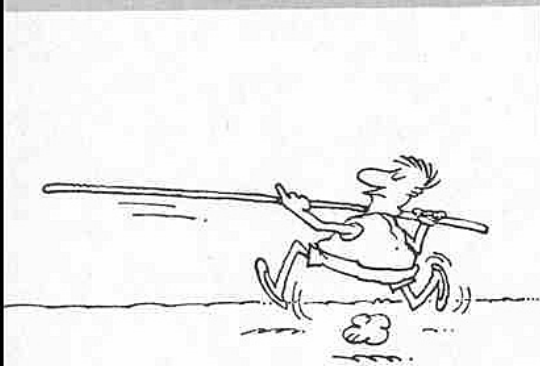
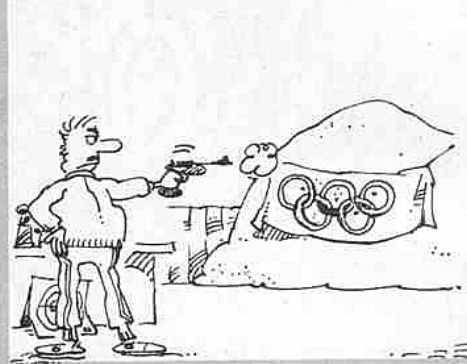
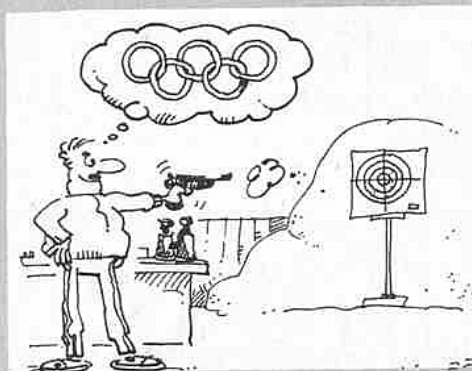
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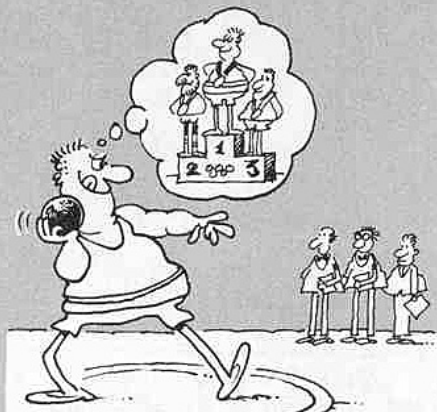
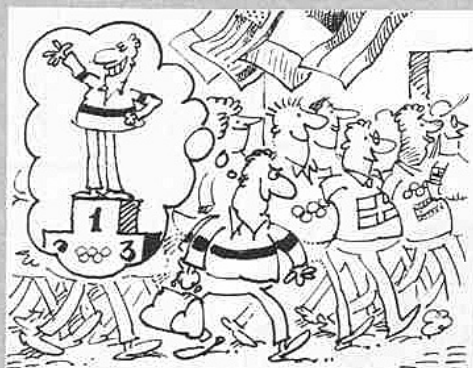
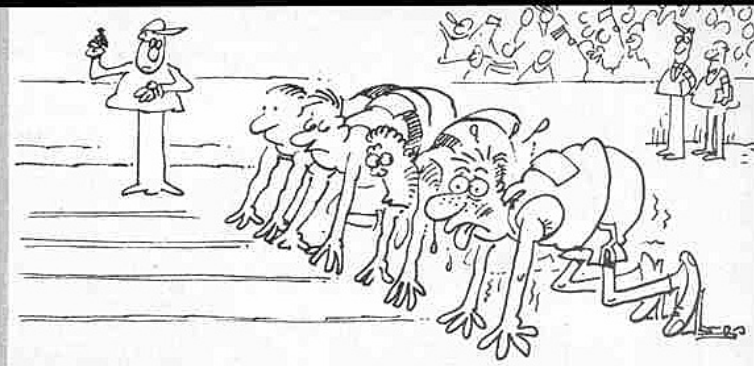
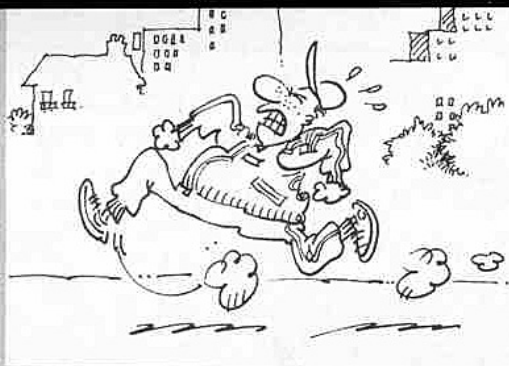
ARTIST AND WRITER: SERGIO ARAGONES











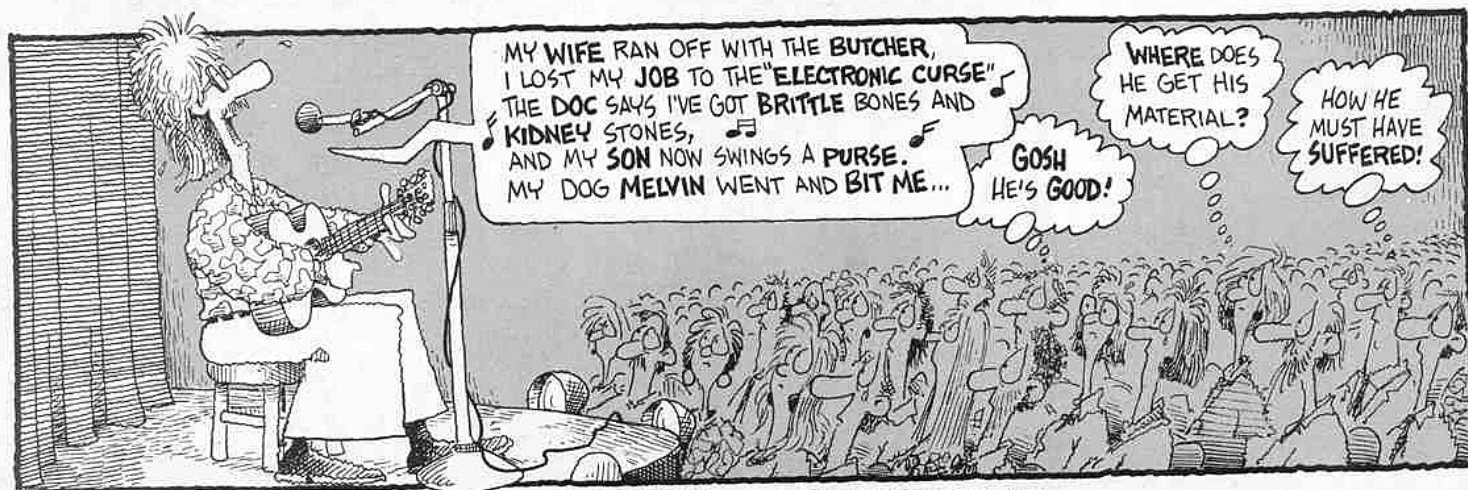
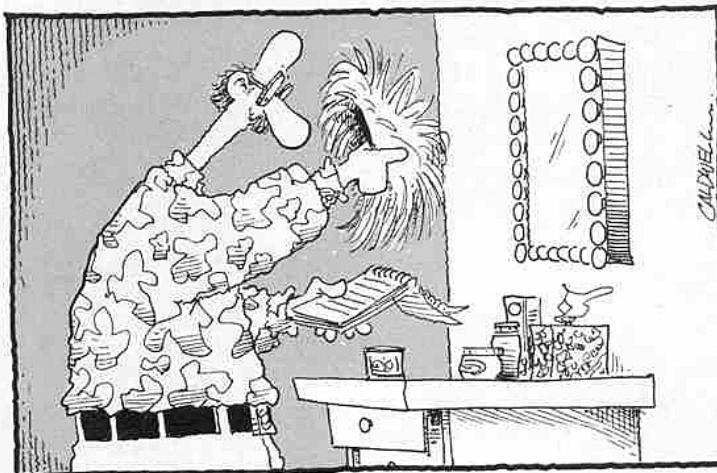
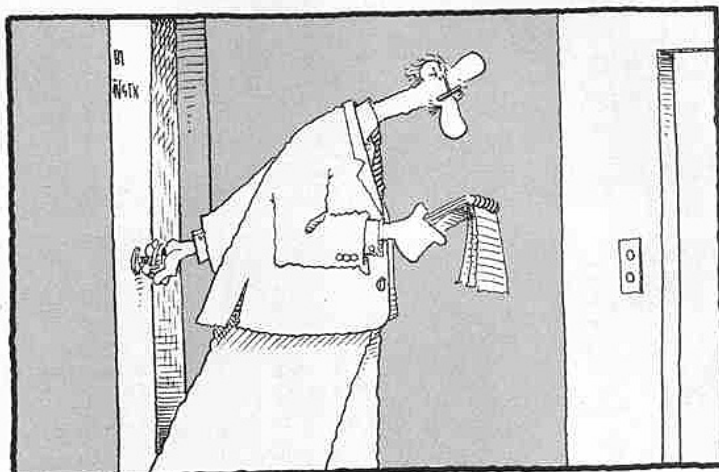
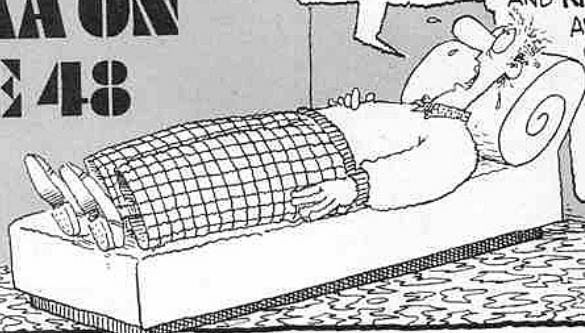
GREYHOUND



SHRINK RAP DEPT.

# DRAMA ON PAGE 48

THIS WEEK WAS EVEN WORSE THAN LAST WEEK, DOC! MY WIFE LEFT ME FOR THE BUTCHER! I LOST MY JOB TO A COMPUTER! I'VE BEEN DIAGNOSED WITH BRITTLE BONES AND KIDNEY STONES! MY SON WAS ARRESTED WEARING WOMEN'S CLOTHES! AND MELVIN, THE DOG I RAISED FROM A PUP, BIT ME THIS MORNING! AND LISTEN TO THIS...





**What  
Assumed Protector  
of Our Individual  
rights has been a  
Stunning  
Disappointment?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

**When it comes to individual rights  
nothing can be taken for granted. To  
see what has failed in protecting  
them this time, simply fold in page.**



**FOLD PAGE OVER LIKE THIS!**

**A ▶**

**FOLD THIS SECTION OVER LEFT**

**◀ B FOLD BACK SO "A" MEETS "B"**



**THE OPINIONS PEOPLE HAVE ABOUT RIGHTS ARE DIVID-  
ED IN MANY WAYS. THERE ARE SOME GROUPS WHO  
CAMPAIGN FOR CONSTITUTIONAL AMENDMENTS TO E-  
RASE MANY OF THE RIGHTS WE CURRENTLY ENJOY!**



*Freakland Mint Proudly Presents*

# America's Favorite Dictators!



## They've Held The Fate Of Entire Nations In Their Hands—Now YOU Can Hold Them In Yours!

Now, you no longer need to wait until you're the leader of the Free World to start owning totalitarian rulers from around the globe! Thanks to Freakland Mint's decision to commemorate recent U.S. Foreign policy fiascos, you too may now own the same ruthless thugs deemed by our State Department as "valued allies essential to our national security!"

Each figurine is painstakingly handcrafted and complete down to the minutest detail, including the blood-stained hands, the ever-present arrogant scowl and the bulging pockets lined with currency looted from national treasuries! Each figurine also has a built-in "laugh" microchip... To activate it, just make an empty threat to cut off arms shipments if they don't improve their human rights records... then listen to them snicker!

Best of all, each hateful, two-bit despot is small enough to fit into the back pocket of anyone who can afford to buy them! How much for all this? Just a few thousand dollars a month, every month, until we decide you've paid enough! Act now and we'll throw in the deluxe velvet-lined travel case FREE—just the thing for those last-minute flights to asylum in Bolivia!

### *The Freakland Mint*

*Producers of overpriced, cheesy keepsakes of incomparable tackiness since time began.*

#### *The Freakland Mint*

Freakland, PA 19091

Attn: Forced Labor Dept.

Please send me America's Favorite Dictators, starting with the 11 shown above. Then, I will receive one Favorite Dictator every other month—more if necessary to keep up with current events! I need send no money now, though loss of self-respect may be immediate.

Signature \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**BONUS:** Order by Dec. 31 and get the first in our series of

**"Presidential Mistresses" FREE!**

(Your signature on this form absolves Freakland Mint of any responsibility for the disappearance, beating, or torture of any other figurines you may own after this set arrives.)